PROCEEDINGS

OF THE

CATALOG CONFERENCE

CALLED BY THE

STANDARDIZATION COMMITTEE

OF THE

NATIONAL ASSOCIATION of PURCHASING AGENTS

Held at CHICAGO, ILL.
MAY 22, 1918

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SHOWING OUR APPRECIATION

OUR committee is very grateful indeed to all those who have so willingly contributed to the success of the National Catalog Conference. The list of those who took active part in the Conference shows clearly those who went to considerable trouble and expense to co-operate with the purchasing agents in working out this problem of Standardization of Catalogs.

The committee feels that the National Association of Purchasing Agents would have little influence if they undertook to put an end to the war in twenty-four hours, but they have not tried to do that. In trying to reach a single size for catalogs they know that they must take into account every factor that influences the matter. Having secured the co-operation of representatives from twenty-four industrial and trade associations, besides numerous individuals and corporations, the best judgment of the nation has been developed and crystallized.

The judgment of those at the conference apparently was that of the three sizes recommended there the final choice of one size should be a matter of the survival of the fittest. It is with that idea in view that the committee has decided to show its preference by urging that all catalogs meant for purchasing agents be made 7½x10⅝″ because, regardless of their convenience, this appears to be the only single size which can stand the test of time.

The proceedings of the Conference show plainly the co-operative efforts put forth by many. In addition to those we feel that particular thanks from this committee is due to some others who are not so prominent in the Proceedings. Conspicuous among these is the Dexter Folder Company, whose representative, Mr. George A. Heintzemann, spent a great deal of time and money in assisting to develop a large and co-operative attendance, also in supplying data to the committee from time to time as questions came up regarding various phases of the subject.

One co-operator does not appear in the proceedings at all. Poole Brothers, Chicago, have very generously donated the proceedings, thus making it possible for the committee to furnish each of those present at the Conference with this handsome book without expense, as well as to supply additional copies where they will do good. We highly appreciate their assistance.

It is our hope that future generations may find that the result of the National Catalog Conference and of the meeting that night of the Standardization Committee of the Purchasing Agents' Association have proven to be founded upon correct principles and that the results have been as beneficial to Industry as has been prophesied.

Standardization Committee of
THE NATIONAL ASSOCIATION OF PURCHASING AGENTS.
W. L. Chandler,
Chairman.

Standardization Committee of National Association of Purchasing Agents

W. L. Chandler, *Chairman*
Dodge Sales & Engineering Company
Mishawaka, Indiana

W. V. C. Bulkeley	Columbus Railway Power & Light Company Columbus, Ohio
C. A. Woodruff	Saxon Motor Car Co. Detroit, Mich.
R. E. Cowan	Ralston Purina Co. St. Louis, Mo.
F. W. Hicks	Prest-O-Lite Company Indianapolis, Ind.
N. L. Morse	Southern California Gas Co. Los Angeles, Calif.
G. L. Winters	La Favorite Rubber Mfg. Co. Paterson, N. J.

FOREWORD

A NUMBER of causes contributed to the success of the National Catalog Conference. The purchasing agents were not alone in their desires to see catalogs standardized. For many years different separate efforts have been made by various societies of professional men, by associations of industries and by corporations to bring about this very desirable conservation in the publication of catalogs and booklets.

Paper mills have long suffered from the lack of standardization in paper sheet sizes, weights and colors. Thousands of dollars have been wasted annually because the mills were unable to economically combine their orders due to wide variations in combinations of these three factors.

Jobbers as well as the mills have been forced to maintain unnecessarily heavy investments in slow moving stocks.

Printers were forced to equip with presses of different sizes to operate economically on different jobs and on occasions were confronted with the fact that the assortment of press sizes was not in keeping with the orders in hand.

Lack of standardization resulted in much manual labor, which otherwise might have been eliminated through the use of machinery.

Those who pay for catalogs have been absorbing the cost due to these wastes until now some are awake to the presence and unproductiveness of this expense. However, the most serious loss which has become apparent to some who pay for catalogs is that tremendous loss due to the failure of the catalog to achieve the object for which it was created. Millions of dollars are wasted annually because the man who has received and filed a catalog or booklet does not find it when he is ready to buy goods embraced in its pages. The catalog which is found secures the business for its creator while the money tied up in the others is wasted.

Standardization permits the filing of catalogs so that they may be readily found and thus greatly increases their value. Much of the former expense now becomes investment.

Architects, Engineers, Purchasing Agents, Merchants, Master Mechanics, Librarians and others who have occasion to file catalogs and printed matter for future reference have been confronted by the fact that while they could file the motley array of printed material which came to them, still they had very great difficulty in locating descriptive matter relating to certain articles when desired.

Standardization is the first and a very essential step toward the realization of the fullest productivity of the catalog. To get the vision which is beginning to be realized one should read the "Buyer's Prophecy," which is reproduced from the *Purchasing Agent* of February, 1917, quoted on page 61.

When the Standardization Committee of the National Association of Purchasing Agents undertook to decide upon a standard it quickly developed that a wide diversity of opinion existed and that strong claims were advanced against some of the standard sizes already recommended by other organizations.

Failing in an attempt to reconcile the viewpoints by mail, it was decided to ask each Association representing industry, trade or profession, to meet with the committee and compare notes in the hope that such a conference might result in a unanimous decision in favor of the one best size which will permit the fullest realization of conservation.

The list of Associations and others active in the Conference shows how thorough was the spirit of co-operation. Others have expressed a willingness to be governed by the decision of the conference. The Department of Commerce and the Chamber of Commerce of the United States showed their disposition to keep in touch with the situation by sending representatives.

Following the Conference the Standardization Committee met and its decisions are included in this volume.

The result of the Acid Test of the wisdom displayed at the Conference and at the meeting of the purchasing agents afterwards will be reflected in the popular sentiment which may develop for or against the sizes recommended. Time only can tell, but it seems that the opinions crystallized in such a Conference must be founded upon sound economic facts.

W. L. CHANDLER,
Chairman.

Those Active at National Catalog Conference

Name	Representing
Geo. W. Doonan	Department of Commerce.
John N. Van der Vries	Chamber of Commerce of U. S. A.
W. L. Chandler, Pres. South Bend Branch	National Association of Purchasing Agents.
W. V. C. Bulkeley, Pres. Columbus Branch	National Association of Purchasing Agents.
F. W. Hicks	National Association of Purchasing Agents.
F. L. Kulow, Pres. Cleveland Branch	National Association of Purchasing Agents.
F. A. Michell	National Association of Purchasing Agents.
Dick Bonner	National Association of Purchasing Agents.
H. H. Meehan, Pres. Chicago Branch	National Association of Purchasing Agents.
Emery Stanford Hall	American Institute of Architects.
S. L. Hadley	American Society of Mechanical Engineers.
H. L. Palmer	Illinois Society of Architects.
E. V. Hill, M.D.	American Society of Heating & Ventilating Engineers.
C. O. Powell	Council of Advertising Managers, Associated Metal Lath Mfgrs.
Charles H. Roth	Electrical Mfgrs. Council. Electric Power Club.
John R. Stinson	Dental Manufacturers Club.
Fred Schulder	American Supply & Machinery Mfgrs. Assn.
Harry A. Vernon	National Assn. of Stove Manufacturers.
S. M. Walker	National Gas Engine Association.
Frank L. Boud	Southern Supply Bureau.
H. A. Long	Hickory Products Association.
Arthur E. Southworth, Chairman Executive Committee	United Typothetae of America.
Wm. Eastman	United Typothetae of America.
Ben P. Branham	United Typothetae of America.
H. W. Campbell	United Typothetae of America. Illinois Manufacturers Association. Chicago Association of Commerce.
Chas. Francis	Employing Printers Association, New York. United Typothetae of America. Master Printers Association, New York.
Chas. A. MacFarlane	Paper Makers Advertising Club.
Thomas Beckett	Beckett Paper Co.
Carl E. Lincoln	Peninsular Paper Co.
J. C. Reynolds	West Virginia Pulp & Paper Co.
H. A. Stone	A. M. Collins Mfg. Co.
F. E. Taylor	Vice Pres. Taylor-Logan Co.
Sydney S. Rogers	Pres. Cover Paper Mfgrs. Assn.
W. H. Naylor	Secy. Writing Cover & Tissue Paper Mfgrs. Assn.
Geo. Olmsted	Pres. National Paper Trade Assn.
Wm. C. Ridgway	Secy. National Paper Trade Assn.
W. S. Wilcox	National Paper Trade Assn.
Bryant McQuillen	National Paper Trade Assn.
W. T. McQuillen	National Paper Trade Assn.
Forest Hopkins	National Paper Trade Assn.
Charles Addoms	Paper Association of New York City.
B. E. Reeves	Empire State Paper Association.
Arthur H. Smith	The Alling & Cory Co.
M. D. Strong	Bureau of Envelope Mfgrs. of America. American Envelope Mfgrs. Association.
J. A. Johnston	Bureau of Envelope Mfgrs. of America. American Envelope Mfgrs. Association.
Charles Lundberg	Western Editor "The Iron Age."
Lesley C. Paul	Western Editor "Electric Railway Journal."
B. M. Ikert	"Motor Age."
N. J. Werner	St. Louis, Mo.
G. A. Heintzemann	Dexter Folder Co.
W. T. Wood	Milwaukee, Wis.
J. Fred Wright	Sargent & Co.
Thomas J. Hurley	North Western Expanded Metal Co.
H. J. Simonson	R. R. Bowker Co.
Frederick Arnold Farrar	Adams & Elting Co.
F. A. Cuddihy	Reuben H. Donnelley Corporation.
Frederick Walker	Library Bureau.
W. R. Burdett	Manager, Sweets Catalog Service, Inc.
C. F. Beezley, Jr.	Manager Catalog Dept., R. R. Donnelley & Sons Co.
A. F. Gott	R. R. Donnelley & Sons Co.
Warren C. Bogue	R. R. Donnelley & Sons Co.
H. J. Whitcomb	Rogers & Hall Co.
Oscar A. Morgner	Manager Catalog Dept., Wynkoop, Hallenbeck, Crawford Co.
H. A. Hahn	Manager, Gardner Printing Company.
C. G. Mead	Poole Bros., Chicago.
H. O. Bliven	Poole Bros., Chicago.
Leo J. Reynolds	Poole Bros., Chicago.

DIGEST OF PROCEEDINGS

Vesta Shelton, Stenographer

THE meeting was called to order by W. L. Chandler, of the Dodge Sales & Engineering Company, Mishawaka, Indiana, president of the Indiana-Michigan Branch and chairman of the Standardization Committee of the National Association of Purchasing Agents.

The chairman stated that the matter of catalog standardization interested the purchasing agent from several standpoints—the purchasing agent held both ends of the rope. In a large majority of cases the purchasing agent paid for the catalogs issued by his own company, and consequently was vitally interested in the problems of the man who paid for catalogs, and accordingly was anxious to see that catalogs for which he paid were as effective as possible. The other end of the rope was the matter of his ability to find the catalog after he had filed it away. He said in part that the value of the catalog was not in the amount of pride one might take in a beautiful piece of work, but in the last analysis was based upon the use that was made of the book and the amount of profit derived from the orders brought in by it—in order to insure the greatest possible use of the catalog after it was mailed out it was necessary to make it possible for the prospective customer to find it.

Mr. Chandler also stated that it was not difficult to file catalogs no matter what their size—the difficulty came about in trying to find them after they had been filed. "It is not necessary to dwell upon the desirability of standardization because everyone here apparently is convinced of its value. The purchasing agents have come to this conference with absolutely open minds. They have certain preferences as developed by their own problems, but they appreciate that many in this room have other preferences and that it will require open minds on the part of all in order to reach a mutual understanding."

"We have three objects in mind. One is to free us from the difficulties of filing and finding catalogs. Another and more important object is the promotion of conservation to help in winning this war, and the third reason is to prepare for the winning of the next war, which is to be a commercial war, when we shall need a great many catalogs and shall need to have them at as low a cost as possible with as little waste as may be necessary."

In order to make clear the style of catalog which will best fulfill the needs of the purchasing agent and therefore insure more frequent reference to a given catalog, the chairman exhibited several sheets of paper, all of the same size but folded differently. The full size of the sheet was to represent the full size of such standardized catalog as might be adopted at the conference. Two other sheets were shown, one with the initial sheet folded in halves the long way, the second with a similar fold the short way, thus each one being folded to half size producing two entirely different sizes, which could be opened and filed in the catalog file, not as folded but as full sized sheets. He then explained that booklets might be made of the half sizes shown and if saddle stitched they could be opened up very readily and filed in that condition instead of being closed, thus admirably fitting the file. In that way the adoption of one size in reality embodied the use of three sizes—similarly, that sheets larger than the standard adopted for catalogs, such as drawings and maps, if of proper proportions, might be folded to fit the file.

Several other methods of folding single sheets, such as envelope enclosures, etc., were exhibited, all of which might be opened up on arrival and filed with catalogs because their size when unfolded was the same as the catalogs. In this way it was made clear that the adoption of a single standard permitted considerable latitude in the way of preparing advertising matter.

Mr. Chandler stated that at the last convention of Purchasing Agents the size of 8½x11 had been suggested and the committee was instructed to adopt that size unless it proved to be an economic mistake to do so, and that very soon after the appointment of the committee it became evident that great opposition was developing, that it had proven impossible to get any consensus of opinion by mail, hence the conference was called and all those interested in the proposition from any standpoint had been invited.

The chairman stated that the purchasing agents were unable to consider exclusively the situation as it affected any one individual or corporation, but that by inviting to the conference the official representatives of the associations representing the various trades and industries they hoped to be able to take into account the effect of any one standard upon each industry as a whole throughout the nation and by that means to secure the greatest good to the greatest number.

In discussing standardization some had raised the question of postponing the whole matter until after the war, feeling that it was wrong to agitate too many things at this time; further that this had been taken up with the Government Bureaus at Washington and he had been assured that the efforts were directly in line with the wishes of the Government and had been led to understand that if the conference was able to arrive at some definite agreement the Government would be very glad to co-operate in making its conclusions effective, while if the conference or the industries were unable to come to some definite agreement on conservation that the Government would undoubtedly be compelled to take it into its own hands.

Mr. Chandler then introduced Mr. John N. Van der Vries, as representing the Chamber of Commerce of the United States.

MR. JOHN N. VAN DER VRIES

Chamber of Commerce of the United States

MR. Van der Vries pointed out that the Chamber of Commerce of the United States did not take any action on movements of this kind without a referendum of its membership, but that the organization was very much interested in anything that was for the good of the nation. He mentioned some of the twenty-four referenda which have been taken by the Chamber. These referenda were taken only after careful study by the Committees appointed by the Chamber, the Board of Directors having first concluded that the question was a national one, of fundamental importance to all business.

Mr. Van der Vries referred to the matter of the hypotenuse oblong which was to be considered at the conference, and explained how it appealed to him personally as a reasonable basis on which to build.

He emphasized the fact that the first business at the present time is the winning of the war, but that, as President Wheeler of the National Chamber had said before the Annual Convention of the Chamber a few weeks ago, "The man of no faith—faith in the justice and final success of our cause—is the only man who will neglect to do all in his power to prepare this country for the trying reconstruction period which is bound to come at the close of the war." He pointed out the fact that whether we wish it or not, after this war we shall have a large merchant marine, probably the greatest on earth, and that it will be necessary for us to have our commercial arrangements in readiness for that time. He pointed out that until recently the United States and Turkey were the only countries of prominence in which the merchants were not united in a national business organization.

Mr. Chandler expressed the appreciation of the National Association of Purchasing Agents and the Conference to the Chamber of Commerce and Mr. Van der Vries for his attendance.

In introducing those who were to start the discussion the chairman stated that the plan in mind was to save time as far as possible by getting before the conference all of the facts which should be taken into consideration, and in view of the familiarity of the members of The Typothetae of America with the facts of the industry he intended to call upon Mr. Arthur E. Southworth, as chairman of their delegation, to state briefly the recommendation for that organization together with any facts which in his opinion should be considered.

MR. ARTHUR E. SOUTHWORTH

Munroe & Southworth, Chicago

Chairman of Delegation and Executive Committee of the United Typothetae of America

MR. Southworth stated that he could only recommend that which the majority of printers of the country can utilize to the best advantage in the production of catalogs while making use of the machinery they now have. He pointed out the great economic loss which would follow if printers were compelled to suffer the loss of catalog business through the fact that the size selected was such that it could not be economically printed on their present presses. He emphasized the amount of capital now invested in these presses and showed that even if they were willing to set these aside and buy new machinery it would not be possible to obtain it for some time; that instead of conservation such a move would be against the interests of not only the printing trades but of the country.

Mr. Southworth referred to the fact that the purchasing agents had originally adopted a size of 8½x11 and had now shown their open minded attitude in their willingness to adopt that size which proved to be the best for all concerned. In referring to the desire of the purchasing agents to file catalogs so that they could find them, he urged that all selfish motives be eliminated from the consideration, because a great many of those present were influenced by reasons which rested in their own business, and that the whole matter be viewed from the national aspects of the situation.

He pointed out that we must decide how best to conserve the paper business not only during the course of the war but for all times, what size we should adopt in the production of all printed matter that will absolutely make a real standard, so that a certain number of sizes will be manufactured to take care of all interests as well as the filing of those catalogs which go to the purchasing agent. He stated that the United Typothetae gave very serious consideration to the entire subject in a meeting of its executive council and that Mr. Van der Vries, of the Chamber of Commerce of the United States, had stated the situation just as he saw it, particularly the desirability of adopting the principles of the hypotenuse oblong, and that the executive council of the Typothetae had recommended approximately 7½x10⅝, because while many printers had some presses which would take sheets larger than that, most of them would be compelled frequently to resort to other presses in their equipment, which would not take larger sizes, and that further than that 90% of the printers of the country are not equipped with presses to economically handle sizes over 7½x10⅝. He drew the line between paper sizes necessary for catalogs and other sizes needed for other purposes, such as mail order houses, newspapers, etc.

Mr. Southworth urged that the meeting go on record as favoring some definite thing, embracing paper sizes, weights and colors, as well as catalog size, that the Government would back up such an action, while if such an agreement was not reached the Government would undoubtedly do it themselves. He pointed out the necessity of stopping the use of ledger stocks in business stationery in order that the ledgers of the country might be protected by conserving the rag stocks, and he also referred to the coated paper proposition.

The chairman then stated that in the absence of any Association representing the mills manufacturing catalog papers he had written several of the mills, asking that they agree upon a spokesman to state to the meeting how the matter of standardization appealed to them. Mr. A. H. Smith suggested that Mr. W. S. Wilcox state the position of the mills. The chairman then asked Mr. Wilcox to address the meeting.

MR. W. S. WILCOX

Secretary D. L. Ward Co., Philadelphia

Member Conference Committee on Book Papers, National Paper Trade Association

MR. Wilcox explained that he had not come prepared to make a speech, but he stated that the mills had been trying to solve a big problem for many years; namely, how to conserve and to run their machines to the greatest possible advantage and still please all of the customers who want different sizes and weights of paper.

He mentioned the most popular sizes, 25x38, 28x42, 32x44 and 33x46, with their multiples, these being looked upon as standard sizes. Then he pointed out the great many variations from these sizes which are known as special mill orders and from a manufacturing standpoint are very objectionable to the mills, because while some of them are of sufficient volume to make a good profitable run, at other times the customers only want a few tons of one size, and that in producing these small quantities considerable losses are entailed.

Mr. Wilcox emphasized the great amount of time lost in washing up a machine, resetting the deckles and preparing for another size. He figured that the entire machine with all its co-related equipment must remain idle, stopping production on equipment, on which the investment amounted to hundreds of thousands of dollars. He stated that the mills would be glad to see some movement by which the number of sizes could be limited but more particularly a standardization on the weights of paper would be more welcome, that the present book papers run all the way from thirty to one hundred and twenty pounds. This made it very much more difficult to combine orders for paper because when attempting to combine orders the sizes might be the same but the weights quite different, so that it was frequently exasperating to try and get together enough orders of one size and weight to make an economical run.

The Chairman next called upon Mr. Sydney S. Rodgers to express the views of the Cover Paper Manufacturers.

MR. SYDNEY S. RODGERS

President Chemical Paper Mfg. Co., Holyoke, Mass.
President Cover Paper Manufacturers Association

MR. Rodgers explained that the Cover Paper Manufacturers were greatly interested for two reasons; first, on account of the jobbers, and secondly on account of themselves, that the mills had been assumed to be wealthy and consequently had been expected to carry most of the burdens of the jobbers—that their association had for some time been considering the advisability of eliminating much of the waste due to lack of standardization, and that they appreciated the value of standardization to both jobber and manufacturer, and that much of this profit would through competition in time work back to the purchasing agents and others.

He said he felt that if it was possible to reach some favorable understanding at the conference it would prove to be a great advance step. He referred to the situation in book papers, and urged that the conference endeavor to standardize not only size but weights of book papers. He urged that the basis of figuring weights be modified in the various kinds of paper so that weights would all be quoted in terms of one size of sheet for all classes of paper; viz.: 17x22—it would then be necessary to think only in one dimension. This could easily be brought about because the present standard weights of book paper are practically the same as writing paper. See following:

25x38— 40 — 17x22—16
25x38— 50 — 17x22—20
25x38— 60 — 17x22—24
25x38— 70 — 17x22—28
25x38— 80 — 17x22—32
25x38— 90 — 17x22—36
25x38—100 — 17x22—40

He felt that it would be a great advantage if the stock of cover papers carried could be cut in two by means of standardization. He exhibited a booklet on standardized catalogs issued by the Dexter Folder Company and emphasized the great further economy of eliminating one size of book paper, such as 25x38, provided it was agreed to standardize on the 32x44, as had been suggested. He explained that if this could be done it would be an immense advantage in the manufacture of cover stock.

He then referred to the bulletin prepared, at the request of Mr. Chandler, by Mr. Fred Schulder, of the United Brass Mfg. Company, Cleveland. He said that he had just received it so that he had not been able to study it completely, but that the 32x44 would work out beautifully in that way and that apparently the plan was feasible.

He spoke for the country printer and stated that some country printers had told him that they hoped and prayed that something in the way of standardization might be brought about.

He stated that no formal vote of cover manufacturers had been taken but that he felt sure that standardization could be effected so far as they were concerned without difficulty and that it would be a reform well worth while and that he hoped it would be brought about.

Next the chairman called upon Mr. Geo. Olmsted, president of the National Paper Trade Association, to present the recommendations of the jobbers.

MR. GEO. OLMSTED

President J. W. Butler Paper Co., Chicago
President National Paper Trade Association

MR. Olmsted counseled against impulsive decisions, inferring that the proposition might be taken up from the wrong end—that it was quite essential that the meeting do nothing to destroy principles and precedents in an effort to start everything from the beginning. He felt that the questions involved were not squarely up to the paper manufacturer and paper merchant, that all were very much interested in standardization and that "if we are not able to accomplish all that we should in the way of economy and conservation by some form of standardization it is very apt to be done for us."

He felt that a great many interests other than those of the purchasing agents must be considered also, this taking in printing industry, paper plants and others. He subscribed the idea of grouping the various users of paper industry and printed literature in order that those might be standardized first, this to be followed by a general plan of standardization later, and if it was possible for the purchasing agents association to standardize their catalogs it would be a very fine thing.

He paid tribute to the hypotenuse oblong as a fine and nice mathematical problem but did not know whether it could be worked out practically or not. He recommended two and possibly three sizes as a satisfactory solution of the question before the meeting, in order that the man making the very small sizes might be brought up to the smaller standard and the others to the larger—that such an arrangement would prove to be a great step in the right direction.

He brought out the point that in theory most any size of paper can be made if the tonnage is large enough and the mill equipment sufficiently adaptable. He referred to the fact that a 6x9 catalog is altogether the most generally used along with the 25x38 paper size. He felt that it was possible to agree upon one size of paper as the basis of weights, regardless of the use for which the paper was made, so that all classes of paper could be computed on the one basis. He suggested that it might be well to carry it to newspapers, wrapping paper, etc. In this connection he mentioned the fact that printers when considering a given kind of paper are in the habit of mentally thinking of it in terms of the size which is standard for that type of paper, so that he questioned the wisdom of making a change unless the change be made to base everything on 25x38, which was most frequently in the mind of the printer.

He referred to the 8½x11 size requiring a sheet 35x45 and developed the fact that this is not at all a popular size throughout the country, that there were seven or eight sizes of paper which were carried in greater volume and used in greater quantities. He spoke of the inadequacy of the extra or differential charges levied by mills when special sizes, such as the 35x45, were produced, and referred to the difference in cost between catalogs made of standard stock sizes in comparison with the 8½x11. He outlined the relative importance of the various paper sizes as follows: 25x38, 32x44, 28x42, 28x44. He suggested that one of the latter might be eliminated.

He spoke of the great volume of paper required by magazines, school books, periodicals, etc., and that it would not be possible to get away from the 25x38. This then would suggest 6x9 as the minimum catalog size. Then the next in importance would be 32x44, producing say the 7½x10⅝, recommended by Mr. N. J. Werner, of St. Louis, as the most satisfactory size, embracing the principles of the hypotenuse oblong. He pointed out the possibilities of using a sheet 28x42 if desired to produce a size between these two limits, so that if the catalog size could be settled upon those sizes the situation would work out satisfactorily.

He referred to the effort to standardize letterheads to 7½x10⅝, or 7⅓x10⅜, which cuts economically from 22x34, the double of 17x22. He pointed out that the filing of letters with catalogs embraced only about 2% of all the letterheads used and that that was not a proper basis for changing from the conventional 8½x11, because presses, writing paper machines, etc., may be equipped and adapted to making that size. He felt that it was up to the conference to determine how standardization might be accomplished in the best way and that it was his belief that the manufacturers and merchants will find a way to adapt themselves to that plan.

Twice during the conference the chairman called upon Mr. J. C. Reynolds, of the West Virginia Pulp & Paper Co., to clear up certain points which had developed regarding the equipment of mills manufacturing book papers.

MR. J. C. REYNOLDS

West Virginia Pulp & Paper Co.

MR. Reynolds explained that the West Virginia Pulp & Paper Company as manufacturers of book papers were interested in standardization not only in size but in weights and colors, because this would conserve to the greatest extent—"this being a day of conservation those three things should be taken into consideration in sympathy with the general conservation movement."

In reply to a request of the chairman that he clear up one element which had developed outside of the conference as to the range of capacities of paper making machines, Mr. Reynolds said that he was not prepared to state positively what sizes of machines are in use throughout the country, but that these machines were built in different widths, so that all machines did not produce paper of standard widths, but that in the manufacture of paper it was customary to produce a wide sheet and then cut that up into different combinations of narrower widths of the same weight, that the difficulty encountered in producing these different widths came from the fact that it was often hard to combine sufficient orders of a given weight and color in such sizes as when put together would economically take up the full width of the sheet produced by the machine. This often resulted in either setting the machine to make a sheet narrower than its capacity or else setting aside part of the production in size not yet on order for possible sale later.

The chairman then explained that having heard from the various industries interested in the production of paper, he would call upon Mr. Emery Stanford Hall, the representative of the American Institute of Architects, to outline the reasons which led up to their choice of 8½x11 as a standard for catalogs intended for use of architects.

MR. EMERY STANFORD HALL

Architect, Chicago

Member Standardization Committee of the American Institute of Architects

MR. Hall made a thorough presentation of the various points which were considered by the Architects, explaining their vital interest in the question of standardization. He spoke particularly of the literature distributed to Architects as being probably as prolific, if not more so, as that reaching any profession. He referred to the forty or more trades involved in the average building, and stated that each trade had an extended amount of literature and a wide diversity of devices to illustrate, as evidencing the volume of material that the Architect is compelled to handle.

Preceding the war he said the average Architect was in the habit of receiving in each mornings' mail, in addition to regular letters, at least twenty pieces of circular matter—that this printed matter came to the Architect in all sizes, from that of a postage stamp, which some freak Advertising man thought might attract attention, up to a sheet as big as a bill poster that might go on the side of a barn. He spoke of the freak ideas of Advertising men, many who have the preconceived notion that the Architect is by natural instinct an artist and that therefore if the Advertising man would reach the Architect, then he, the Advertising man, must display his (questionable) great ability as an artist, in order to attract the Architect's attention. He said these efforts could only lead to disgust, but that if the Advertising man really wanted to reach the Architect, then he must cater to the desire of the Architect to have technical information and recognize the fact that the Architect objects to spending time reading matter which does not give such information.

He spoke of the developments in 1904 when steps were first taken to bring about a standard size of catalogs for filing by Architects. He spoke of Mr. Leon Coquard, of Detroit, as having started the movement in the Michigan Chapter of the American Institute of Architects, and that in 1907 the Illinois Society of Architects took up the question and pushed it with vigor, carrying on correspondence with many of the professional Associations throughout the country, as well as with manufacturers and the technical press. He stated that as a result of this correspondence, the size of Trade, or, as he knows them, Professional Journals, were recognized as having an important bearing upon practical standard sizes, because much of the advertising matter which would appear in the Trade Journals might appear in a catalog, thus permitting duplicate use of cuts and matter; furthermore, many of the articles appearing in the Professional Journals are such that the Architects wished to cut them out and file them with catalogs, and if they are of the same size that can be done to advantage.

After measuring 25 or 30 of the Professional Journals the Illinois Society of Architects selected 10½ x 13″ as an average of the Journal sizes, a size which proved later to be rather large. He reminded the audience that as late as 1908 the Journals used very much larger paper than at present. He referred to the necessary use by Architects of an index rerum as a means of digesting articles in which they were interested, and the adopting as a standard of the 4 x 6″ record card for this purpose and for pocket book.

After making considerable effort to secure the adoption of the original catalog size, the Illinois Society of Architects found they had made a serious error in that they had adopted a size based on the average of publications without due consideration of the available paper and filing-device sizes, because the Journal Publishers were having paper manufactured especially for them in order to be different from each other. This Society, therefore, changed its standard size to 9 x 12″, requesting the Journals to come to that size, which most of them have done. The 9 x 12″ size being one that cuts very economically from stock sizes of print paper and one that can be filed in a standard letter file. About this time the American Institute of Architects took up the problem, appointing a special committee, of which a sub-committee was appointed with Mr. Coquard as chairman—Mr. Hall serving on that committee. He referred to the Technical Publicity Association of New York, which at about that time become interested in standardization and favored 8½ x 11″ as a proper size, because it was the size of most correspondence paper, that the Michigan Society of Architects favored that same size and that later the Illinois Society of Architects was persuaded by these other societies to change from 9 x 12″ to 8½ x 11″, the committee agreeing that this was the most practical size. That after extended investigation and the collection of much data, the Institute Committee unanimously recommended that the Institute adopt as its standard sizes 8½ x 11″ and 3¾ x 8½″, which were later approved by the Institute Convention and are now the Institute standards.

He brought out the fact that there were two things that needed to be contrasted with what had been said by the printers' interests, that the main point to be considered is the object of having catalogs—the reason for having catalogs, what they are for, etc.—that they are not for the purpose of giving printers jobs, or for amusing the manufacturer or to spend his money in a nice work or in order to satisfy his esthetic taste, or whatever it may be. He stated that the object of catalogs, as all would admit, was to sell goods and therefore that the man who received the catalogs should receive consideration, and that the deciding factors should be the convenience of the man who uses the catalog.

He pointed to the time and expense necessary to develop a worth while Purchasing Agent and the consequent investment represented in the services of that man which must produce dividends to the corporation or client by which he might be employed as well as its effect on industry as a whole; that if a printer had a press in which $20,000.00 was invested he would feel that that press should be worked to the best advantage; that it cost not less than 10 to 15 years' time and, say, $10,000.00 to make a worth while Architect, or a total capital stock investment of, say, $20,000.00 on which to pay interest in addition to the value of a man's time; that long ago it had been discovered that the carpenter could not afford to pick up nails if it cost the equivalent in time to the price of two nails to pick one up; therefore, the time of a purchasing agent was a matter for economic consideration.

In his opinion the problem of fixing a correct standard size reduced itself to the selection of a size sufficiently large to allow adequate illustration and not too large for convenient handling and filing. That having determined on the correct size from this standpoint, such size might be adjusted within small limits to the economic use of stock sizes of paper and stock filing devices, but that it must be regarded as a paramount consideration that the size adopted must apply with equal force to the standard letter page, specification page, and also as nearly as may be to the pages of the technical press, so that all or any of these might be filed or bound together and also so that printed matter or illustrations may be used interchangeably on any of these. He called attention to the fact that letter paper and print paper manufacturers did not employ the same stock sizes, which forced the Institute to choose between the two, and that the Institute had selected a size which would cut the more expensive letter paper to the utmost economy, and one which would best fit in existing standard filing devices, there being two points in favor of 8½ x 11″ to one in favor of a stock print paper size.

He dwelt, too, on the need of subdividing catalogs, so that portions devoted to different items of merchandise might be filed in separate places in the file so that when seeking information regarding any article, the Purchasing Agent or Architect might find in one place in his file all the information pertaining to that one article or class of articles.

He spoke of the eye strain produced by having a line of type too long; that Architects and others reading catalogs steadily every day must conserve their eyesight and that either a narrow page should be adopted, producing a short type line, or that the page should be sufficiently wide to provide two columns to the page.

In closing he stated that the American Institute of Architects and the other mentioned had become thoroughly convinced that the 8½ x 11″ was the best size for a standard size for catalogs; that their investigations had proved the impossibility of readily securing filing cabinets for other sizes, especially in stock in the smaller places; that while it had been asserted that 90% of the printers were not equipped with presses large enough to print the 8½ x 11″ size, that he believed that by far the majority of the catalogs of a kind worth preserving would be, and always had been, printed by the 10% having superior equipment. That even tho the small job printer did take the contract for printing a large edition of a catalog, that he often sub-let the work to one of the big houses equipped with the latest saving devices, and this, not because his presses were not large enough, but because he was not equipped with folding, handling and other labor-saving accessories sufficient to handle a large edition economically. Furthermore, he believed that most of the letterheads were printed in the smaller establishments which would show that these smaller establishments were all amply equipped to print single sheet bulletins and catalog pages 8½ x 11″, the kind of work that they would be called upon to produce.

He spoke of the discussion having shown that if the volume of paper demand is sufficient, there is no lack of economy in manufacturing any particular size and that the demand of catalogs going to Purchasing Agents must be enormous and certainly sufficient to permit the manufacture of paper to produce a stock size of paper that will cut without waste into 8½ x 11″.

He spoke of the purchase by Architects and Engineers of the United States of over a billion dollars worth of material annually, and that the volume of catalogs to sell this amount of merchandise must needs be a large volume sufficient to form a very big factor in the paper market.

He tendered to the meeting his files as a member of the committee, showing the correspondence which had developed in the selection of the Institute standard size. He spoke of the Architects having adopted also a pocket size, 3¾ x 8½″, which is the larger size folded twice on, this going in the stock envelope of legal size or in the stock legal paper file or bank check file.

He said he wanted to make the report of the Institute Committee to its board of directors a part of the argument in favor of the 8½ x 11″ size and offered to read same, but was informed by the chairman that that report was already part of the committee's files and would be considered in their decision.

The chairman next introduced Mr. Chas. Francis to explain to the conference how the matter of catalog standardization influenced the printing press industry.

MR. CHAS. FRANCIS

Chas. Francis Press, New York

Delegate from Employing Printers Association, New York, and Master Printers Association, New York
Member of Committee Representing the Typothetae

Mr. Francis referred to the chaotic condition prevailing in the printing industry prior to the adoption of standardized type. He showed how each printer was compelled to buy all of his type from one type foundry because of the lack of standardization, and when the standardization took place many business houses abandoned thousands of dollars worth of equipment in order to take advantage of the benefits of the standard.

He also told of having talked with Government officials in Washington, from which he had drawn the conclusion that if the conference was not able to arrive at some agreement by which conservation could best be handled, the Government would do it for us; that it would be necessary for us to adopt some measures to conserve at least 20% of the man power represented in the business.

He emphasized the loss of man power in paper mills, because in combining orders for various widths of paper the mills frequently were not able to utilize the full width capacity of the machines, thus running at 80 or 90% instead of 100% capacity.

Mr. Francis explained that it was not what he would like to see or what any other particular paper jobber, press builder, or paper maker might desire, but that the whole subject must be considered from the very broadest viewpoint to secure the greatest possible conservation of man power; that if necessary the purchasing agent must throw away his files if it was not economically possible to build catalogs to fit them. On the other hand, that he and other printers must be ready to throw away some of their presses if that proved to be for the common good.

He then started at the beginning of the manufacturing process of the paper maker, discussing the sizes which were most economical for the paper maker, the printer, the folder, the binder, and for mailing and filing. He spoke of the preferred standard width of the paper maker, which he believed to be 128″ in the roll, making two rolls 64″ wide each for sheets of 44x64, or again cut in half—32x44—which sizes are adapted to two very common sizes of printing presses. From these he drew the natural inference that 7½x10⅝ was the best standard size for catalogs, because it was the most economical printing size from a 32x44 sheet, which in turn utilized 100% of the manufacturing capacity of the paper mill machinery. He also emphasized the fact that a half size, 5¼x7½, would still work in harmoniously with this standard and permit of a convenient size for smaller booklets; also, that a pocket size, so-called, could be made 3½x7½, utilizing the same machinery.

He spoke of the benefit which would come to us all in the long run if we could be compelled to standardize. He estimated that standardization would reduce manufacturing expense from 20 to 25%. To substantiate that claim he read a letter from the president of the West Virginia Pulp & Paper Co., in which the general matter of standardization was heartily approved, and they also asked that the question of sheet sizes and weights as well as colors be taken up. He also urged that the whole subject be placed before the Conservation Commission.

He estimated that instead of eighteen folding machines which they now have they would be able to operate on ten or twelve and accomplish the same results obtained on a basis of standardization, aside from the advantage of handling sheets from standardized presses. He dwelt upon the greater production with less machinery and man power, which would develop during the next ten years, and the elimination of the trouble now found in printing offices, which causes heavy loss to them because they are not able to keep each department balanced with its proper quota of work.

He spoke of the tons of offcuts in every printing office which are awaiting a chance to get rid of them, thus tying up thousands and thousands of dollars in rental space as well as the investment. He referred to the investigation of the Technical Publicity Association, in which they discovered 147 catalog sizes out of 927 catalogs examined, these sizes ranging from 3x5 to 11x14¼, the most generally used size being 6x9, covering 35% of those used, the next being 3½x6, represented by 3%.

Reference was made to the standard recommended by this association, namely, 3½x6, for postal cards and envelope enclosures; 6x9 and 8½x11 for catalogs and the discontinuance of overlapping edges; also 8x10½ for bulletins, letter paper and specifications. He paid tribute to the standardized Universal Formats issued by Nicholas Joseph Werner, of St. Louis, along the system of hypotenuse oblong proportions. He asked for careful consideration of this proposition.

He quoted one of the leading manufacturers of trade catalogs, Wynkoop-Hallenbeck-Crawford Co., naming three standard sizes:

Plumbing, Auto and Mill Supply Catalogs, 6⅛x9¼.

Electrical Supply, 8x11.

Hardware, 8½x11 and 9x11.

In reference to the cylinder printing presses Mr. Francis gave figures gathered from Miehle Printing Press & Mfg. Co., which showed that their No. 3 press, carrying a sheet 31x45½, represented 18% of its sales; the second most popular size being the No. 1, taking a sheet 38x52½, covering 16% of its sales, the third choice being the No. 20, 41x55½, 15%, and the fourth choice No. 2, 34x49½, 12%.

He felt sure that the number of press sizes could readily be reduced by one-half under standardization, thereby reducing the cost of production and making parts more interchangeable.

He quoted from Lasher & Lathrop, New York, showing the attitude of the paper jobber, and pointing out the fact that they were heartily in accord with the conservation movement.

In closing he strongly recommended that where buyers of catalogs did not adhere to the standards adopted at the Conference that a penalty charge of 10% additional should be made, placing it at the paper mill when possible, so that it would be sure to be made.

Mr. Chandler next introduced Mr. C. F. Beezley, Jr., as representing those who were interested in seeing the 6x9 included as one of two or more standards.

MR. C. F. BEEZLEY, JR.

Manager Catalog Department, R. R. Donnelley & Sons Company, Chicago, Ill.

"DAY before yesterday your Chairman asked me to present to you the substance of a talk given last week on the standardization of catalog page sizes before the American Supply & Machinery Manufacturers' Association Convention at Cleveland, which I am very glad to do.

We have heard this morning of standardization of page sizes from the standpoint of the makers of catalog paper, from the standpoint of the makers of cover paper, from the standpoint of printers and from the standpoint of the architects.

But I believe that there is another very important viewpoint, that of the men who will have to pay the bills for the catalogs, and I should like to discuss the subject, therefore, from the standpoint of the firms who will have to foot the bills for the catalogs."

It is hardly open to question that there are advantages to be obtained by a further standardization of the page sizes of catalogs in general than exists at present. Those of us who receive and constantly refer to catalogs from hundreds or thousands of firms know how there is an endless variety in the page sizes.

A well advised limiting and standardizing of catalog page sizes will produce two principal results:

(1) Greater convenience in handling and filing.

(2) Economy in several respects in the manufacturing of catalogs.

Of these two results, the second is incomparably the more important and far reaching.

From the standpoint of convenience of handling and filing, there are several sizes that might be very satisfactory. Indeed, it would be a great improvement over present conditions to have *any* elimination of the very small sizes and of the very large sizes.

But when we endeavor to decide which page size or sizes offer the greatest advantages, we soon realize that there are many considerations of great importance which must be weighed carefully before a recommendation can be made wisely.

It is very far from the simple question of deciding which size of catalogs will most easily fit into a letter file or bookcase.

WE MUST RECOGNIZE EXISTING CONDITIONS:

It is hard to make water run up hill. If we have a swamp that we are going to try to drain, we shall not get very far with it if we decide arbitrarily or from incomplete information that we should prefer to have the water run off in some particular direction.

It will be much easier to succeed if we first make a thorough study of the topography of the land before we decide in which direction we are going to try to lead the water off, and it is my purpose today to try to suggest certain points in the topography that must be taken into account if our desire for greater standardization of catalog page sizes is to be even measurably realized.

We shall make much greater progress and make the progress more easily if we seek carefully to ascertain what are actually the best page sizes, and then preach the advantages of these sizes, rather than for us to pick out a size or sizes that strike our fancy, and then endeavor to urge every one to come to our recommendation. For example, it may be true that 8½x11-inch page size is more desirable than any other page size *for some firms*—but if, in reality, it is not the best page size for the great majority of firms, we shall be wasting our time and labor by trying to force it.

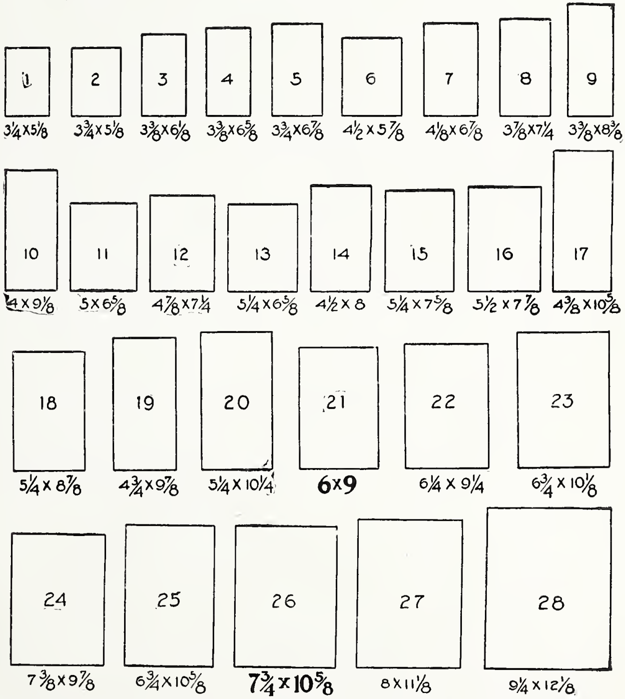
A BIG TASK AT THE BEST:

The first point in the topography that we should recognize is the fact that even if we had infallability in selecting the best sizes, it would still be a very big job to persuade the thousands of firms issuing catalogs that they ought to adopt the sizes recommended. At present, there are almost innumerable sizes and shapes of catalogs, bulletins and other advertising matter. The committee appointed a few years ago by the Technical Publicity Association to investigate and recommend standard sizes for catalogs reported finding 147 different sizes when they measured 927 catalogs. These sizes ranged from 3x5″ to 11x13¼″.

Many of these sizes have been used by individual firms so long that it is almost impossible to get them to consider changing to any other size whatever.

Recently, a firm manufacturing folding machines, the Dexter Folder Company, has been preaching a crusade for the standardization of sizes of catalogs and booklets. They have issued a booklet urging the adoption of 28 sizes, that cut, print and fold without waste from stock sizes of printing papers. This diagram shows what the 28 sizes are.

COMPARISON OF 28 PAGE SIZES ADVOCATED BY A MANUFACTURER OF FOLDING MACHINES



The above diagrams show the proportions of the 28 page sizes advocated by the Dexter Folder Co. for adoption as standard sizes for catalogs and booklets.

The scale is approximately 1″ to 10″. (The Dexter Folder Co. gives size 21 as 6 x 9⅛″, but we have changed it to 6 x 9″, which is the size usually cut from the standard 25 x 38″ sheet.)

I mention this simply as an indication of what an unreasonably large variation in page sizes there must now exist when it is regarded as a *cure* for the trouble if advertisers will reduce the number of sizes to 28.

It will prove a big task to get users of catalogs to standardize on even 28 different sizes.

And if this is true, it is clear how difficult it will be to induce firms in general to standardize on still fewer sizes, to say nothing of standardizing on one size.

It behooves us, therefore, to take advantage of all that has been accomplished toward standardization and to take advantage of whatever well-defined trends are already operating towards standardization.

Utilizing Present Machinery:

If no catalogs had ever been issued, and if no paper had ever been made nor any paper making nor printing machinery manufactured, we should have a clear field in working out theories as to ideal paper proportions.

But we are not starting new from the ground up. There are hundreds of millions of dollars' worth of paper making machines and printing presses already built. They are designed to produce paper or to print paper in certain sizes of sheets. They must be operated to practically full size, to be operated efficiently and economically. To endeavor to standardize on any sizes without carefully considering the existing machinery is to risk an *increased* cost of catalog production rather than economy.

We must remember also that there are many printing houses, particularly in the smaller cities, that do not have the large presses and other equipment for handling very large sheets that many city printing plants can handle. And yet—the printing done in the smaller cities aggregates a very large volume, and the printing facilities and press capacities of the printers in the smaller cities must be considered carefully in any plant that looks toward economy through standardization of catalog page sizes.

Flat-Bed and Rotary Conditions Different:

We must recognize that it is impossible to make one set of recommendations cover both flat-bed and rotary press catalogs. In this investigation it is both unnecessary and fruitless to try to include catalogs printed on rotary presses, which are printed from continuous rolls of paper (rather than from sheets), and in editions of from 100,000 copies to millions of copies. The conditions governing the printing of mail order catalogs and other rotary work are entirely different from those covering the regular flat-bed presses—but since practically every catalog that goes to a factory or mill or mine or jobber or dealer is printed on flat-bed presses, we need only consider that class of printing.

Working With Standard Sizes of Paper:

The only way in which we can effect an economy from the standpoint of paper is to recommend page sizes which can be cut, printed and folded without waste from standard stock sizes of printing paper. I do not forget that there are kinds of catalogs that require so much paper as to justify the making of special mill runs, and will refer to this point later—but there are thousands of catalogs issued in editions too small to secure the making of special mill runs, and any recommendations as to *standard* page sizes must, therefore, be based on the standard sizes of sheets that are carried in stock by the paper houses throughout the country. The adoption by some associations of certain page sizes as 8½x11″ has partially overlooked this consideration, and as the result, instead of affecting an economy in the paper industry, it effected an *increased cost,* since it induced a number of the paper manufacturers to add an extra size (35x45″) on which there had been exceedingly little demand before, and which even now is not carried by paper houses to a very great extent.

The whole trend in the paper industry is *toward a reduction in the number of sheet sizes regarded as standard stock sizes.* Since the beginning of the war, a very great advance has been made in this line by the National Paper Trades Association, which includes practically the entire paper making industry in the United States. Before their action of a couple of years ago, I understand that there were over 150 different sheet sizes that were recognized as regular by some or all of the paper makers. But after the most thorough consideration, they cut down this number to 19 sizes and they have gone even farther than this would indicate, because these 19 sizes include certain sheets, which are used almost exclusively in the East.

As a matter of fact, the largest paper houses in the Middle West carry only eleven regular sizes of sheets in stock, and of these eleven sizes there are three that are merely the double size sheets of three of the smaller sizes. For instance, the 38x50-inch sheet is included as a separate regular size, although it is simply the double size of the basic 25x38 sheet.

Some of the sizes that are recognized as regular are carried in stock to only a very limited extent, and it will be evident that if we wish to utilize present conditions to the utmost, we shall have to recommend *page sizes which can be cut without waste from the sizes of standard sheets that are already offered in the widest range of kinds and of weights throughout the United States.*

WE CANNOT FORCE ONE SIZE ON ALL FIRMS:

We shall make the best recommendations if we recognize at the start that it will be impossible to recommend any one page size that will be adopted—that can be adopted—by all firms in all lines.

I believe that we should go much farther towards standardization than to recommend 28 sizes —but we shall have a tremendously better chance of success in the movement if instead of endeavoring to lay down one invariable page size for all firms, we rather *indicate a minimum size and a maximum size, and earnestly urge all firms to come up to the minimum size or down within the maximum size.*

Rome was not built in a day, and even such great and obvious improvements as the adoption of the point system in type making have come very gradually. A firm making only a few kinds of tire gauges may do a large volume of business, but they do not need and cannot use effectively the same page size of catalog as a firm like the Simmons Hardware Co. or a firm that must show architects' drawings in their catalog.

I believe that it will be self-evident that *the movement toward standardization of page sizes will be successful to the degree that its recommendations are obviously reasonable and practicable.* The committee of the Technical Publicity Association referred to above recognized this fact after their 18 months' investigation, and they recommended two sizes—6x9 and 8½x11″.

Whether these particular sizes are the best limits or not is beside the point that we are now considering—but it is obvious that it will be much easier to induce a firm that has been using a very small page size to come to one a little larger than to adopt a page size of twice or three times the area, or maybe four times or five times the area they have been using.

TAKING ADVANTAGE OF STANDARDIZATIONS ALREADY EFFECTED:

A comprehensive examination of catalog sizes will quickly show that standardization has already been substantially effected in some industries to a most decided extent, whereas in other lines of business it is practically unknown.

In certain jobbing lines, there is already a high degree of standardization of page sizes.

I should say that more than 90% of the catalogs of electrical supply jobbers in the United States are made now in one page size, 7x10″. A very great proportion of the catalogs issued by mill supply jobbers and plumbing supply jobbers both North and South are already being issued in approximately one size, 6x9 (or 6¾x9).

It will be obvious that we can accomplish most by taking into account established customs, and in several lines the investment of years of labor and thousands of dollars in developing standardization.

If we can bring about the degree of standardization among manufacturers that already exists among most jobbers as regards catalog sizes, it would then be time to consider whether it is desirable and feasible to affect a still further degree of standardization among jobbers by asking industries already standardized to come together on a closer basis of size.

RECOMMENDATIONS WIDE ENOUGH TO INCLUDE BOTH MANUFACTURERS AND JOBBERS:

Any carefully devised recommendations as to page sizes must be broad enough to include both manufacturers and jobbers, and must take into account the very different conditions faced by the majority of manufacturers as compared with jobbers, as to the number of items to be shown in their catalogs. There are hundreds of manufacturers whose complete lines do not include more than from 10 to 50 items each, whereas the catalogs of jobbers must include hundreds of items and in many cases several thousands of items.

We must also remember that there are hundreds of manufacturers whose catalogs require so small a quantity of paper that it is out of the question for them to have special mill runs made, whereas in the case of the jobbers, particularly jobbers whose catalogs are handled through the various compiling firms, can have their paper made in mill runs. Indeed, it is possible for compiling houses to group paper for various jobbers' catalogs and *have even special size sheets made at less cost than by buying the standard size sheets out of stock. The exact page size becomes relatively secondary in a jobbing catalog line where compilers can have special paper made of any reasonable size in lots of from 25 tons to 100 tons at a time.*

What Are the Best Page Sizes to Recommend?

I believe that there are two considerations which will point out the best page sizes to recommend:

(1) We should find out which of the standard sizes of paper are most widely used already, and are available throughout the country in the greatest number of weights and kinds. It is obvious that if we select the paper sizes that are already in the greatest demand we shall be sure to get sizes that can be printed to advantage with the existing printing equipment.

(2) We should find out which page sizes *are already being used by the greatest number of firms issuing catalogs.* It is obvious that the recommendations made on that basis will be adopted most easily and most widely.

What Sizes of Paper Are Used Most?

There is no question as to which is the basic size of paper throughout the United States. For years, it has been the 25x38-inch sheet among catalog papers.

This is the recognized standard of the National Paper Trades Association.

It is the basic sheet size on which all paper weights are figured. When we speak of a 70-pound paper, we mean that a ream of *25x38-inch sheets* weighs 70 pounds. If we speak of the weight of any other size of sheet, such as 32x44″, and call it 70-pound paper, we do not mean that the ream of 32x44-inch sheets weighs 70 pounds, but that a ream of the standard 25x38-inch sheets of the same quality and thickness weighs 70 pounds.

There has long been a greater use of 25x38-inch paper than any other size, and this is reflected in the fact that it is not only stocked by every paper house from coast to coast, but it is possible to secure a greater number of *kinds* of paper in 25x38-inch sheets than in any other size, and it is possible to secure a greater number of weights *out of stock* with the 25x38-inch sheets than any other.

The demand for this paper is so great that it is also carried generally in stock in the double size sheet as well, 38x50″.

The page size which prints and folds without loss from 25x38-inch sheets is 6x9.

So far then as the paper alone is concerned, it is clear that the 6x9 page size is the one that comes most nearly to general adoption at present.

As stated above, however, we believe that it would be futile to expect that any one page size—either large or small—will cover the requirements of all firms in all lines of business, and we should look to see which of the other recognized sizes of sheets stands next in popularity to the 25x38.

Here again, there is no question. It is the 32x44.

This is carried in stock generally throughout the country, although not in as many different weights as the basic 25x38. It is carried more generally and in a greater variety of weights and kinds than any other paper aside from the 25x38.

It happens fortunately that the size of catalog page which cuts without waste from the 32x44-inch sheets (which is 7¾x10⅝″) is *considerably larger than 6x9.*

It is, of course, possible to secure stock paper for larger page sizes than this, such as 8½x11″ and 9x12″—but the stock size of paper required for 8½x11-inch page size (35x45″) is not carried in nearly so great variety of weights and kinds as the 32x44 sheets, and for this reason the 8½x11 page size is less desirable than the 7¾x10⅜ size.

There is plenty of stock available for the 9x12 page size, but the demand for such a large page size as this is so limited that we hardly think any association would consider its adoption as a standard.

From the above, it would seem clear, therefore, that the 6x9 is the most popular page size, and that wherever a larger page size is needed, the 7¾x10⅝ is to be preferred.

Before leaving the subject of available paper sizes, it is worth noting at this time that the Government has been considering the best means of reducing the output of the paper mills to conserve labor and coal and transportation, and it requires no ability as a prophet to predict that if the Government puts a restriction into effect, the first size of paper that the mills will cease to manufacture will be the sizes on which there is the least demand.

It means also that no matter what shortage there may be in paper, there will be available the 25x38-inch sheets so long as any paper at all is available.

WHAT PAGE SIZES ARE NOW IN MOST GENERAL USE:

Standardization will become standardization only as it is generally adopted.

And since we must convince the firms who are now in business that the recommendations made are reasonable to secure their adoption, it is clear that we ought to find out which size, or sizes, of catalogs are most generally in use at present.

If we find that one size is used already by a much greater number of firms than any other size, it is obvious that it will be far easier to effect standardization if we recommend the size which is already the most popular. We could then make a supplementary recommendation for another size as a suggestion to take care of requirements of firms who cannot or will not employ the original size recommended.

SIZES USED BY JOBBERS:

If it is agreed that it is unfeasible to induce every firm in all lines of business to adopt *one* page size for their catalog—as I thoroughly believe is the case—it is not necessary to give much attention to the sizes of jobbers' catalogs as compared with the sizes of manufacturers' catalogs.

Standardization of page sizes, as already mentioned, has progressed very much farther among jobbers in many lines of business than among manufacturers, and if we consider the minimum size to be recommended as 6x9″ and the maximum size as 7¾x10⅝″, we shall find that *a very large percentage of the jobbers in the various lines have already standardized their catalogs within these limits.*

It is, however, particularly of interest to note that for a number of years there has been a decided trend from very large page sizes to less cumbersome and more easily handled page sizes in various lines.

If we take the mill supply line for an illustration, we can easily remember the large page sizes formerly used by such houses as Manning, Maxwell & Moore, Somers, Fitler & Todd, The Mine & Smelter Sup. Co., Strong, Carlisle & Hammond Co., The Fairbanks Co. and others—large page sizes which have been abandoned for page sizes that easily fall between the minimum and maximum sizes suggested above.

While speaking of this trend of catalog sizes from the large to the small, we might mention a number of our hardware friends who formerly used 9x12″ or other very large page sizes but who are now using sizes much nearer to 7¾x10⅝″—such firms as Simmons Hardware Co., The Belknap Hardware and Mfg. Co., and Hibbard, Spencer, Bartlett & Co.

This trend is observable not only among jobbers but among manufacturers, as is evidenced by the recent adoption of 6x9″ as the standard page size by the American Steel & Wire Co. for their 300 or more catalogs, bulletins, etc.

Even where jobbers, as of mill supplies, show a large number of items, the page size of 6x9″ (or approximately that) is being used by hundreds of firms to advantage. The ordinary catalog of mill supplies issued by jobbers will illustrate approximately 2,000 items, but 6x9″ catalogs of the thickness of these on the table will illustrate from 3,000 to 6,000 items to good advantage.

Incidentally, our records over some hundreds of catalogs of mill supplies, plumbing supplies, etc., show that contrary to what might be expected, the average number of items illustrated does not increase from year to year. In fact, our averages for 1913, 1914, 1915, 1916, and 1917 show a smaller average number of items illustrated in mill supply catalogs than in 1905 and 1906, although there has been a more frequent issuing of catalogs. The 1917 catalogs averaged a smaller number of items than the 1913 and 1914 catalogs.

There are exceptions, of course, in the case of individual jobbers and also in some lines (for instance electrical supplies, which average larger now than a few years ago) but speaking generally, we have found that in mill supplies, plumbing supplies, etc., the catalogs have not increased in size but rather the opposite if anything.

What Page Sizes Are Manufacturers Using Most?

There are of course a great many more manufacturers' catalogs than jobbers' catalogs issued.

To get definite and typical information concerning the page sizes used at present by manufacturers, a force of our clerks has just made a careful inventory of the catalogs, bulletins, and circulars of 7,503 manufacturers that are in our current files.

While we are makers of catalogs, it happens that in our capacity as the catalog department of some hundreds of jobbers of supplies, we *receive* on their behalf catalogs and bulletins issued by manufacturers of mill supplies (including mine supplies, engineers' supplies, machinists' supplies, etc.), plumbing supplies, electrical supplies and automobile supplies, from which to compile the copy for the jobbers' catalogs. We receive these catalogs just as the jobber or the purchasing agent receives them from the manufacturers.

The catalogs examined were not specially selected, but taken just as they came in our files. They were produced by printers from coast to coast.

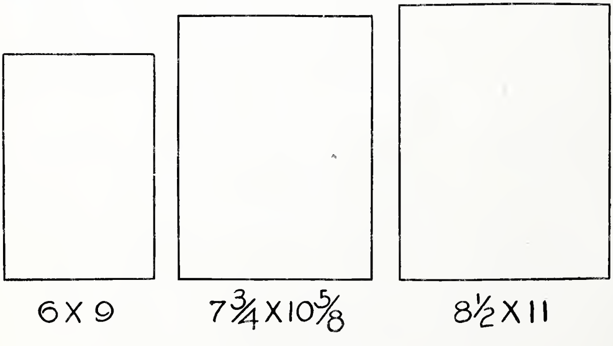
To get the most accurate and detailed results, we separated circulars and booklets from catalogs, believing that there might be a decided difference in the page sizes between the catalogs and the circulars.

There is a surprisingly large number of manufacturers whose catalogs are of only 8 pages or 12 pages, but to get the information most clearly concerning catalogs and to give a little "the best of it" to the advocates of large page sizes, *we arbitrarily excluded from the catalogs any that did not have at least 16 pages.*

No effort was made to separate bulletins from catalogs, provided they had 16 pages or more, because it is obviously just as important to have the bulletin sizes satisfactory as the catalog sizes.

Among the 7,503 manufacturers, we found that after excluding everything less than 16 pages, there were 5,566 catalogs left, and we divided these into seven groups, on the basis of the trimmed page sizes, as follows:

1. Catalogs of all sizes smaller than 6x9″.
2. Catalogs just 6x9″.
3. Catalogs between 6x9″ and the larger page size recommended above, 7¾x10⅝″.
4. Catalogs just 7¾x10⅝″.
5. Catalogs between 7¾x10⅝″ and the 8½x11″ size, which was the original tentative selection of the Purchasing Agents' Association.
6. Catalogs just 8½x11″.
7. Catalogs larger than 8½x11″.



Scale $\frac{3}{16}$ inch to 1 inch.

In order to see what variation there was between the sizes of manufacturers in *different lines,* we separated the catalogs still further into three divisions under each size.

(A) Catalogs from manufacturers of mill supplies and plumbing supplies.
(B) Catalogs from manufacturers of electrical supplies.
(C) Catalogs from manufacturers of automobile supplies.

A total of 17,995 catalogs, bulletins, booklets, and circulars was examined. The 16 page restriction divided them as mentioned above:

5,566 catalogs of 16 pages and over.

12,429 catalogs and booklets (of less than 16 pages) and circulars.

The summary of the results found in the inventory is tabulated below:

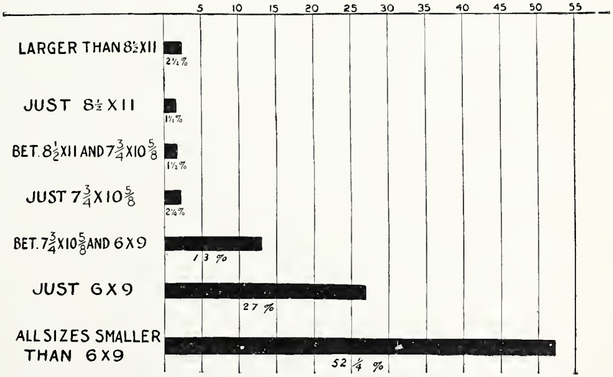
5,566 CATALOGS
(16 pages and over)

	Smaller than 6x9	*Just* 6x9	*Between* 6x9 and 7¾x10⅝	*Just* 7¾x10⅝	*Between* 7¾x10⅝ *and* 8½x11	*Just* 8½x11	*Larger than* 8½x11
Mill & Plbg. Mfrs., 4560 Mfrs., 3375 catalogues	1742 51¾%	941 28%	444 13¼%	56 1¾%	31 1%	70 2%	91 2¾%
Electrical Mfrs., 1000 Mfrs., 969 catalogues	448 46¼%	327 33¾%	97 10%	50 5¼%	31 3%	7 ¾ of 1%	9 1%
Auto Sup. Mfrs., 1943 Mfrs., 1222 catalogues	716 56%	239 19½%	181 14¾%	18 1½%	22 1¾%	9 ¾ of 1%	37 3%
Total 7503 Mfrs., 5566 catalogues Percentage of Total catalogues	2906 52¼%	1507 27%	722 13%	124 2¼%	84 1½%	86 1½%	137 2½%

It will be noted that approximately 80 per cent of the total number of catalogs had a page size of 6x9″ or smaller.

Only about one catalog in five had a page size larger than 6x9″.

COMPARATIVE PAGE SIZES OF 5,566 CATALOGS



There were over 17 times as many catalogs of the 6x9″ page size as there were of the 8½x11″ size.

There were approximately five times as many catalogs of just 6x9″ size as there were larger than 7¾x10⅝″.

There were approximately 31 per cent more catalogs just 6x9″ size than all sizes larger than 6x9″ combined.

Incidentally, it will be noticed that there were about 2½ times as many catalogs *smaller than 6x9″ than there were larger than 6x9″.*

Of all the catalogs examined, over one-half were smaller than 6x9″.

Sizes of Smaller Catalogs, Booklets and Circulars:

While we are concerned primarily with catalogs, it will be of interest I believe for you to know how the page sizes varied among catalogs and booklets *of less than 16 pages* and the circulars. The following table shows the comparison:

12,429 CATALOGS AND BOOKLETS AND CIRCULARS
(All less than 16 page)

	Smaller than 6x9	*Just* 6x9	*Between* 6x9 and 7¾x10⅝	*Just* 7¾x10⅝	*Between* 7¾x10⅝ *and* 8½x11	*Just* 8½x11	*Larger than* 8½x11
Mill & Plbg. Mfrs.	2734 64%	651 15¼%	348 8¼%	41 1%	40 1%	208 5%	255 6%
Electrical Mfrs.	1509 67¼%	357 16%	219 9¾%	30 1¼%	30 1¼%	33 1½%	65 3%
Auto Supply Mfrs.	2467 63%	375 9½%	417 10½%	17 ½ of 1%	114 3%	149 3¾%	374 9½%
Total 12429	8671	1383	1019	88	184	390	694
Percentage of Total	69¾%	11¼%	8¼%	¾ of 1%	1½%	3¼%	5½%

It will be noted as would be expected that there was a larger percentage of circulars than catalogs with page sizes smaller than 6x9″, but we were surprised to note that if the 6x9″ and smaller than 6x9″ sizes are combined, the percentage on the *booklets and circulars* (80.85 per cent) is very close to the corresponding percentage (79.29 per cent) of *catalogs* of 6x9″ or smaller.

Present Catalogs of Manufacturers Indicate 6x9″ as Easiest Size for Standardization.

Taking all of the above figures together, *it is evident that it will be easier to effect a standardization of page sizes on the 6x9″ basis amongmanufacturers than on any other size.*

The usage, therefore, of the manufacturers coincides with the practice of the paper makers in pointing out 6x9″ as the size that is already by far the most popular for catalogs.

If a recommendation is made of 6x9″ as the most desirable size for standardization, it is clear that there are nearly 30 per cent of the catalogs of these manufacturers that are already standardized to start with, and that of the other 70 per cent, a large majority of the catalogs are smaller than 6x9″ and, therefore, would have to be changed less to come to the 6x9″ standard than to any larger size.

The Number of Pages in Manufacturers' Catalogs as Related to the Page Size:

The figures presented above show clearly that the 6x9″ page size is the most popular size for catalogs, bulletins, etc., among the 7,500 representative manufacturers of supplies whose catalogs were examined.

But this does not tell the whole story. To get a more complete view of the situation, it is necessary to see how many pages there are in a catalog when we ask a firm to abandon the page size that is 6x9″ or smaller in order to adopt a page size of 7¾x10⅝″ or 8½x11″.

We did not plan at first to count the number of pages in the catalogs and it was only after we had gone through several hundred manufacturers' catalogs that we were struck with the fact that a very large percentage of the catalogs had but a very small number of pages.

We, therefore, began to classify all of the catalogs (i.e. those of 16 pages and over) according to the number of pages in the catalogs, with the result that we found that 1,634 catalogs (out of a total of 3,098 catalogs of 6x9″ page size or less that were counted) contained *32 pages or less.*

This emphasizes more strongly than ever the dilemma that the hundreds of manufacturers would have to face if they felt they had to adopt a page size of 7¾x10⅝″ or 8½x11″.

We carried the matter further with regard to the number of pages in the catalog of the 80 per cent that were 6x9″ or smaller in size, and found the following:

14¾ per cent were of 16 pages only.
24¼ per cent were of 20 pages or less.
32½ per cent were of 24 pages or less.
37 per cent were of 28 pages or less.
52¼ per cent were of 32 pages or less.

The Dilemma Manufacturers Would Face.

The firms issuing the thousands of catalogs and bulletins that are 6x9″ or smaller will face a dilemma if they endeavor to expand their present catalogs up to a large page size, even if no larger than 7¾x10⅝″.

a. If the manufacturer is using a page size now that is so much smaller than 6x9″ that he can effect a very material reduction in the number of pages by adopting 7¾x10⅝″ page size (and we shall see in a moment that it would require a large increase in his page size to effect any substantial reduction in the number of pages) he will find that his catalog is flattening out into a thin bulletin of a few sheets of paper, something like this dummy, which is made up of 16 pages 7¾x10⅝″.

In the smaller size that he has been using, the catalog was strong enough to stand handling and strong enough to mail. But in this attenuated form, it is too weak to stand up. It is much harder to handle. It would take twice as much cover stock or more (and the doubling of the cover stock on an 8-page or 12-page or 16-page catalog adds a considerable percentage to the cost of the stock in the catalog). The catalog would be too thin to be mailed with any assurance of reaching the buyer in good condition, unless it were mailed with a cardboard reinforcement or in a mailing tube.

A thin catalog like this—whether it be wire stitched or sewed—cannot be folded like a letterhead for mailing.

b. If the manufacturer rejects this horn of the dilemma, and decides to retain substantially the same number of pages, or if his present page size is 6x9″ (which, as we shall see, would prevent a material reduction in the number of pages in going to 7¾x10⅝″ in a great many cases) —in either of these cases, he will enlarge his page size and *still retain substantially the same number of pages,* the exact number of pages depending upon the nature of the goods in his catalog.

This means that instead of finding *economy* through standardization of page size, the manufacturer finds a *very decided increase in the cost of his catalog.*

Increasing the Page Size Does Not Proportionately Decrease the Number of Pages:

The economic Law of Diminishing Returns operates in this matter of enlarging catalog page sizes just as it does in many other places.

If a man's catalog requirements at present are covered in 80 pages of a type page size of 30 square inches, he is using 2,400 square inches of type space. He might think at the first glance that if he increased his page size by 50 per cent, making it 45 square inches, that he could proportionately reduce the number of pages in his catalog (i. e., by 33⅓ per cent) to 53⅓ pages, but he would find that *this is decidedly not the case.*

Catalog copy is not like sand. If we had a quantity of sand that stood 10 inches high in a tube of 4 square inches area, we could reduce the height of the sand from 10 inches to 5 inches by doubling the area of the tube.

But this is not at all true in catalog compiling.

There are *natural groupings* of goods which must be respected.

A manufacturer might have one-third or one-half of a page left over after describing one of his leading articles, but he would not for a moment consider weakening the effectiveness of the presentation of his next leading item by taking one-third of a page to fill in at the end of the first item, if the proper showing of the second item required a page or two pages.

In the catalogs of hundreds of manufacturers, it is necessary to use a considerable amount of *tabular matter*—tabular matter which extends the full width of the page.

In many cases, the tabular matter occupies the entire page.

If the page size is to be made sufficiently large to put two pages of such tabular matter together, it is not enough merely that the *area* of the new type page be doubled. It would be necessary in many such cases that the shape of the enlarged page be such as to permit the showing of two of the former pages *either side by side* or *one above the other,* if the proportionate reduction in the number of pages is to be effected.

It is needless to say that such page shapes would be "impossible."

It is true that it would be possible to effect a more compact grouping with an enlarged page size in some lines of business than in others. I refer to catalogs showing a large number of small items that do not demand a specific grouping from the nature of the goods. But there are thousands of catalogs now in use having page sizes no larger than 6x9″ in which the number of pages could not be greatly reduced by the adoption of a page size, say, 60 per cent or 70 per cent larger.

A Concrete Illustration:

We can see this point most easily by taking a definite illustration, and I have for this reason taken the catalog of the Penberthy Injector Co., which is known throughout the mill supply and engineering industries.

This catalog contains 80 pages and cover. The trimmed size is $5\frac{5}{8}$x$8\frac{3}{4}$″. The type page size (exclusive of the decorative rule) is $4\frac{5}{16}$x$6\frac{3}{4}$″, approximately 29.16 square inches.

It is printed on 70-lb. enamel paper in two colors, and is sewed. The cover is printed in two colors and embossed.

This catalog in a mailing envelope weighs roughly $5\frac{1}{4}$ ounces, and would be mailed for 3c.

If the Penberthy Injector Co. started to turn this catalog into one with a page size of $7\frac{3}{4}$x$10\frac{5}{8}$″, the type page size of the new catalog would be approximately 6x$8\frac{3}{4}$″ exclusive of the border. That is to say $52\frac{1}{2}$ square inches of type space to the page.

This amounts to an increase of almost exactly 80 per cent in the type page size, and should reduce the number of pages to 45, if the number of pages could be reduced in proportion to the enlarging of the page size.

Bearing this 80 per cent expansion in mind, let us turn through the catalog to see how many pages could be eliminated by enlarging the page size.

The title page, the preface, the table of contents, would each require a full page still.

The page headed "To Intending Purchasers" would still require a full page for the same reason that it is given a full page now, although it does not fill the page.

It is possible that pages 5 and 6 might be run into one page.

It is obviously impossible to take a part of page 8, giving the illustration and the tabular matter applying to their Automatic Injector and double it up with page 7 describing this same injector.

In a similar way, we could go through the catalog and would quickly see that it would be quite out of the question to "double up" pages proportionately in accordance with the increase of the page size.

The goods simply would not group naturally and effectively if it were done. Much of the sales emphasis would be lost.

It is impossible to "play checkers" with tabular matter.

A careful examination of the pages convinces me that it would be very difficult to eliminate 8 pages from the 80 pages, if the manufacturer continued to use illustrations even as large as he uses in the present smaller page size.

Suppose, however, that 10 per cent of the pages could be eliminated, making the new catalog 72 pages of $7\frac{3}{4}$x$10\frac{5}{8}$″.

If we figure the cost of material and labor on precisely the same basis, and do not take the difference in postage into account, we find that *the new catalog would cost slightly over 17 per cent more than the present catalog,* although the contents would remain identically the same in each case.

Suppose for the sake of the argument that it were possible to eliminate 16 pages; that is to say —20 per cent of the total number of pages in going to the larger size. This would leave a catalog of 64 pages 7¾x10⅝″.

We figure that *there would still be an increase of approximately 6⅓ per cent in the cost of the 64-page catalog over the cost of the present 80-page catalog.*

THE MATTER OF POSTAGE:

The catalog of the present page size of 5⅝x8¾″ would be mailed for 3c.

The catalog of the larger page size, 7¾x10⅝″, whether of 64 pages or 72 pages, would require 4c for mailing.

On an edition of 10,000 copies, this would mean *an increase of $100.00 for postage* if the larger page size were adopted.

Therefore, if we take the postage into account, it will make the *72-page catalog cost approximately 23½ per cent more than the 5⅝x8¾ catalog.*

In a similar way, we figure that the 64-page catalog of 7¾x10⅝ inches *will cost approximately 12½ per cent more than the present small page size catalog* if the postage is taken into account.

I doubt very much that the manufacturers now using catalogs of 6x9″ or smaller will consider it worth a substantial increase in the cost of their catalogs to have them of any uniform large size. It would mean the aggregate annual extra expense of thousands of dollars.

There is no doubt that the elimination of a great many of the irregular page sizes would affect a big economy, but if this economy is to be realized we must be sure that we are getting the right page sizes.

It is important in considering these facts to remember that they do not refer merely to a few isolated manufacturers.

They refer to 80 per cent of the manufacturers issuing catalogs (who are using 6x9″ or smaller page sizes) if we may judge from the inventory made covering the 7,503 manufacturers.

CONCLUSION:

To sum up the whole matter, I believe that a page size of 6x9″ is clearly indicated as the size which will best answer the requirements of firms in general. It is the size on which manufacturers can standardize with the smallest changing from the sizes that they are now using.

On the other hand—I believe that it would be absurd to expect that every hardware jobber, every manufacturer of bathtubs, every manufacturer of automobile trucks and every manufacturer who has to show architects' drawings in his catalogs would or could adopt the 6x9″ size. There will continue to be a number of firms (although a decided minority) who will require a larger page size.

From the standpoint of paper and presses, we believe that 7¾x10⅝″ offers the greatest advantages, all things considered, for the larger size.

I believe, however, that the best recommendation that we can make from a practical standpoint under existing conditions is that *so far as possible, firms should issue catalogs within a minimum size of 6x9″ and a maximum size of* 7¾x10⅝″, with the further recommendation that just so far as possible, they should use either the minimum size or the maximum size.

I believe that this will appeal as far more reasonable to the firms who have been using very small page sizes and to the firms that have been using very large page sizes.

In view of all of the existing conditions, however, I believe that it would be about as advisable and feasible to try to make *all* issuers of catalogs conform to one large page size as it would be to try to make *all* users of delivery trucks standardize on a five-ton truck, because there are *some* firms that find it necessary and profitable to use a five-ton truck—and in spite of the fact that there might be 50 to 1 among firms in general who find that a Ford truck covers their delivery requirements most satisfactorily, all things considered.

The chairman then stated that the meeting had been addressed by those favoring 8½x11″ as well as those urging 6x9″ catalogs, and that now he would call upon a man representing the

American Society of Mechanical Engineers, Mr. Samuel L. Hadley, as that Association had adopted both sizes as standards.

MR. SAMUEL L. HADLEY

Fairbanks-Morse Co., Chicago

Delegate from American Society of Mechanical Engineers

MR. Hadley dwelt upon the object of the catalog being to have the proper effect upon the mind of the recipient, that the catalog must make a favorable impression on the man who places the business, that it must place before the buyer or recipient the data and information needed by him. He referred to the investigation formerly made by the American Society and spoke of the lot of data which they accumulated and from which they formulated their ideas. He pointed out that this was drawn not from any one line of business of steel manufacture or machinery, but from what they judged would produce the best for the greatest number. This was in 1913.

They covered the card index for literature because they appreciated that we were all interested in filing. They standardized on 3x5″ for cards, 3⅜x6″ for folders, and 3¾x8½″ as a second size for literature folders. For catalogs they adopted 6x9″.

He stated that the opinion of the American Society was that the mental effect upon the part of the recipient of catalogs illustrating describing articles representing large values would entitle them to a greater expenditure, that they had recommended for more expensive goods a larger size of 8½x11″, which could be filed in the same files as can now be bought anywhere. He felt that the standard should not exceed 8½x11″.

He referred to one concern sending out bulletins which are very instructive, containing very fine half-tones and on fine paper, but the unfortunate part of it is that the bulletins are too large to put in the files and are too fine to put away, so they are put on the end of the desk until dirt and dust have collected and they must be thrown away.

He favored two sizes instead of one. He referred to the small proportionate cost of printed matter and catalogs on machinery of large proportions where the amount of the sale was so great as to make the catalog expense an unimportant feature.

Mr. Hadley's talk completing the forenoon session, Mr. Charles Francis placed before the conference a motion to be considered for adoption later as follows:

> "*Resolved,* That we recommend the catalog sizes of 6x9″, 7½x10⅝″ and 8½x11″, and that we recommend the manufacture for catalog sizes of paper sheets ranging as follows:
>
> 25x38″ 32x44″
> 33x46″
> and their doubles,
>
> with all weights on 25x38″ basis of 40, 45, 50, 60, 70 and 80 lbs. and two colors—white and natural, and that we communicate our suggestions to the Bureau at Washington."

The meeting adjourned at this point and re-convened at 2:30.

The conference resumed and Mr. Chandler introduced Mr. Geo. W. Doonan, representing the Department of Commerce.

MR. GEO. W. DOONAN

Department of Commerce

MR. Doonan expressed his pleasure in attending the conference that he might learn something of the large and interesting question under discussion. He had been very much impressed with the time and thought which had been given the subject of standardization of catalogs by those in attendance and was impressed with the idea of conservation, which seemed to run throughout the entire discussion. He pointed out that the question of conservation of material and labor, which after all is the great subject before the country, was perhaps our most important consideration at this time.

He said that he had been very much impressed with the great number of points which must be considered in arriving at a standard and which will call for and must have the co-operation of all interests concerned—that if there ever was a time when such standardization could be brought about now was the time—it would not be possible to pick out a better one. He said that the whole thought of the government runs to the idea of conservation of materials and labor, and that inasmuch as that seemed to be the basis of the conference and the standardization of catalogs he felt sure if the conference was able to work out a plan satisfactory to the majority the government would give its full co-operation in putting the plan into effect, and he suggested that the result of the conference be put in the form of a letter and placed before the proper department of the government for its consideration.

He dwelt upon the interest of the department of commerce in the paper situation. He spoke of Secretary Redfield's personal interest at the time when paper shortage first occurred, he having prepared a poster which was used and placed in post offices throughout the country, urging people to conserve and save their paper and rags and through co-operation of commercial bodies he arranged a way in which those who did conserve could dispose of the material, and that that had been followed right through—that a few days previous he had received instructions that in replying to business correspondence copy of the reply should be written on the back of letter received in order to conserve paper. While that was a small matter he felt that it served to show that the government departments themselves are conserving.

While Mr. Doonan was not prepared to advance any definite suggestions on the matter of standardization, he felt sure that if a majority recommendation was put up to the government in concrete form and it seemed to be a good thing for the nation as a whole—a means of conservation of paper and of labor—it would receive full co-operation of the government.

The chairman expressed the thanks of the conference and of the National Association of Purchasing Agents to the United States Department of Commerce and Mr. Doonan for lending their assistance.

Mr. S. M. Walker, representing the National Gas Engine Association, was then introduced.

MR. S. M. WALKER

National Gas Engine Association

MR. Walker mentioned the fact that the National Gas Engine Association had adopted several sizes as standard catalog sizes, but after listening to the discussion of the morning he stated that their Association was ready to abandon anything they might have done in favor of the decision of the conference. He emphasized the point that the value of any standard depends upon the degree in which it is put into practice—that "you can standardize until the cows come home, but if the various interests don't adopt that standard you might as well not have wasted your time."

Mr. Walker said that they had been influenced by the same motive that influences most humans, and at this point brought a laugh by relating the story of a man who was carrying a mirror. Upon being told by his wife to be careful and not drop it, he asked why. She told him it was a mirror and he said, "Oh! I thought it was a beautiful picture." He stated that he thought a good many looked at their own catalogs in just that mental attitude, and the thing he was there to say was that the National Gas Engine Association wants to co-operate to the fullest extent of its ability in bringing about the most amount of good to the greatest number.

He asked that ample space be provided for certain mechanical lines requiring good sized illustrations, that he favored from a selfish standpoint the 8½x11", that probably being because he had adopted that size personally some years ago and "we all think our own babies are the best looking"; but on the other hand if we are to conserve paper, labor and cost it is necessary to forget the good looking picture and really standardize, and that if the Purchasing Agents Association would tell the National Gas Engine Association what size or sizes have been adopted, the National Gas Engine Association is ready to adopt them and help in making the recommendation a success.

The Chairman called upon Dr. E. V. Hill, the representative of the American Society of Heating and Ventilating Engineers, to outline the viewpoint of their organization.

E. V. HILL, M.D.

American Society of Heating and Ventilating Engineers

DR. Hill stated that he had not come prepared to make recommendations and preferred to co-operate in other ways. Further, that the Heating and Ventilating Engineers would probably follow any lead taken by the American Society of Mechanical Engineers.

The Chairman stated that the next Association on the program was the National Association of Steel Furniture Manufacturers. He then read a telegram from Erich W. Kath, Secretary, expressing regret that at the last moment he had been unable to attend but expressing a preference for 8½x11″.

Mr. Chandler then explained that Mr. Kingsley, of the Library Bureau, had furnished several important facts for consideration in the selection of a standard size as it related to present standards of filing cabinets in use and that he had endeavored to get in touch with him by phone after receiving the telegram but Mr. Kingsley was out of town and Mr. Frederick Walker, a salesman representing that corporation, was in the conference, and he was asked to explain how the matter of standardized catalogs influenced the manufacturers of filing devices.

MR. FREDERICK WALKER

Steel Furniture Manufacturers

MR. Walker expressed his appreciation of the opportunity to address the conference, spoke of his connection being that of a salesman and that while he was not prepared to state what the association might have done he could state how it appealed to him. He stated that it was not possible to get any better filing devices than are now on the market as long as catalogs embrace such a wide variety of sizes, but that standard files had been prepared for the correspondence department, the legal department and for the filing of invoices. He then asked why it was that the purchasing agents should not have a file for catalogs.

He referred to the hesitation of a file salesman in tackling three classes of inquiries—catalog files, newspaper morgues and architects offices. He stated that if catalogs could be standardized to one or more sizes it was perfectly feasible to provide a standard filing unit to accommodate them. He referred to the increasing scarcity of steel and the growth of the wood file as a result of that scarcity. He referred to the present standardization between various manufacturers of files—both wood and steel—so that the indexing systems are interchangeable, the bill unit being 8x10″, the letter file 10½x12″, and legal unit 10½x15¼″. He mentioned the use of shelving or book case units for filing catalogs.

He pointed out that with the standard sizes under discussion it was possible to utilize present filing equipment somewhat advantageously. He recommended the filing of catalogs in vertical files rather than in book cases. He stated that he appreciated that if the catalogs could be thrown away and a fresh start made that it might be possible to standardize to greater advantage, but that the manufacturers of filing equipment would be ready to make anything that might be decided upon.

Mr. Walker stated that "it is of course the desires of our manufacturers not to add too many different filing units to the line already established, but of course, if a single standard of catalogs were adopted, and the purchasing agents demanded a proper filing cabinet for them, the market would be sufficiently large to warrant the manufacture of a strictly catalog unit and then this condition would be brought about."

Mr. Chandler next introduced Mr. Frank L. Boud, representing the Southern Supply Bureau, Atlanta, Ga.

MR. FRANK L. BOUD

Southern Supply Bureau, Atlanta, Ga.

MR. Boud stated that it was not his intention to repeat any of the information which had already been placed before the meeting but that his work had been with the 7½x10⅝″ catalogs, which cuts out of a 32x44 sheet, that one of the reasons for his being director of the

Southern Supply Bureau was the fact that the Mill Supply Houses had not been able to agree on either of the sizes 6x9" or 8½x11", that they had found the 6x9" stock catalog of mill supplies was too small and they had finally agreed that 8½x11" was too large, so he had communicated with 103 supply houses in Southern states and received 71 opinions on the subject; that the consensus of opinion had favored a size between the two, and upon conference they had agreed upon 7½x10⅝", as permitting the proper display of price lists and illustrations without waste, that out of 38 supply houses now using 6x9" only 24 of them favored the continuation of that size.

The Supply Bureau is compiling a set of stock catalog pages for the use of their members on the 7½x10⅝" size, because it is the largest hypotenuse proportion which will cut from 32x44 sheet. He felt that the opinions of these supply houses who had been using 6x9" in the past was very good reason for changing from that size. He then read a letter from Mr. Geo. H. Manning, President of the Southern Supply & Machinery Dealers Association.

Mr. Boud stated that the Southern Supply Dealers had taken no official action on the matter of catalog sizes and that Mr. Manning wrote as a man who bought catalogs.

In the letter Mr. Manning explained that they had recently received a new catalog containing about one thousand pages, so that they were not in the market at the moment, but that he believed a page size larger than 6x9" would be a good idea because with small pages a book of many pages becomes difficult to build and it does not open nicely. Mr. Manning went on to say that he had always thought that the 6x9" size, which had been the standard for some time, was entirely too small.

Mr. Boud pledged the support of the Southern Supply Bureau to whatever standard might be adopted at the conference, that while 6x9" cut without waste and 8½x11" filed to advantage, that 7½x10⅝" does both and further utilizes the printing facilities to 100% efficiency. He gave the type page size of a 6x9" catalog as about 31 inches and that of 7½x10⅝" 62 inches, thus taking double the amount of matter as covered in the 6x9", and yet the amount of material used in production is as 54 to 79, or about half again as much, making a saving of 25% on material.

Chairman Chandler stated that he had at one time thought that he had discovered a new breakfast food but later had discovered that it was not a breakfast food but a proposition dealing with the standardization of catalogs. The name assigned to this subject, which had sounded like a breakfast food, was the "hypotenuse oblong."

He stated that after studying this proposition it had seemed to have considerable merit and it had been recognized internationally and that Mr. N. J. Werner, of St. Louis, who had been identified prominently with the standardization of type in this country, had taken a very active interest in the subject and had made certain definite recommendations in addition to those which had been promulgated in Europe; in fact, that the size 7½x10⅝" was one of his selection.

He then stated that he would ask Mr. Fred Schulder to take up briefly the salient features of the hypotenuse oblong in connection with the printed bulletin which had been distributed.

MR. FRED SCHULDER

United Brass Mfg. Company, Cleveland, Ohio

Representative American Supply & Machinery Mfgrs. Assn.

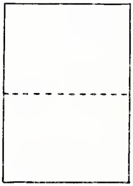
I FEEL both pleased and embarrassed. Mr. Chandler has asked me to send you, prior to our meeting, something in explanation of the hypotenuse oblong in order that the conference be not "struck all in a heap" with an entirely unfamiliar proposition. Imagine, then, my pleasant surprise when I heard from our very first speaker, Mr. Van der Vries, representing the United States Chamber of Commerce, and who confesses having been a college professor, that he had also discovered "the square root of two." It was gratifying also that the delegation representing The United Typothetae of America so fully realized the practical advantages of the hypotenuse proportion that they added an eighth of an inch to the size originally recommended by that organization in order to have it conform to the hypotenuse oblong in a practical and economical size. While these and other hopeful indications gleaned from several speakers are very pleasing, I am embarrassed because I fear I may be "carrying coal to Newcastle" when I tell you about the practical utility of adopting a universal catalog size of hypotenuse proportion.

The standard size to be adopted should be the one possessing the greatest possible utility per unit of cost. This combination of high utility with low cost should not be transitory but permanent in the nature of things. If the "Eternal Laws of Nature" give to a certain size and shape a marked advantage over all others, that should really be the outweighing consideration. This is precisely the claim made for the hypotenuse oblong: Its superior utilities are due to certain facts in mathematics which will hold good as long as two times two equals four.

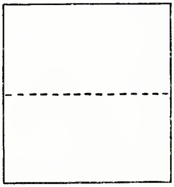
The dimensions of filing cabinets and sectional book cases, the stock sizes of paper suitable for all kinds of catalog work, the capacities of printing and binding machinery now in general use, the stock sizes of catalog envelopes—these considerations and others like them are important factors, and must be taken into account. But these things are not of basic importance because they are all continually being reproduced or replaced, and their dimensions, or capacities could be altered if necessary. Happily, there is no need for violent changes in the existing equipment or in the paper sizes now in stock. It is proposed only that the present equipment be so organized, that there be set in motion an easy and sure transition to the ideal situation we seek. This is a task well worth the doing.

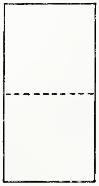
To do justice to this problem of catalog standardization it becomes necessary to consider the catalog—its convenient use and its economical production—not as an isolated proposition, but as correlated to other printed products. For if we wish to build permanently, the standard size should fit in with the larger plans of systematization now being worked out over the entire world. Besides this, the fact that photographic reproductions and photo-engravings can be reduced or enlarged, but cannot change their original proportion of length to width, makes it important to select a proportion which would also most conveniently apply to other printed products, even though their sizes should rightfully be different. There should be a standard proportion of length to width, and a series of correlated sizes which could apply universally the world over. And our standard catalog should be one of this series. This brings us naturally to the intrinsic utilities of the Hypotenuse Oblong. These are not new, for they were discovered some years ago quite independently by men of three different continents: Europe, Australia and America, but strangely enough they are not yet commonly understood.

When a rectangle or oblong is divided through the middle, as when a sheet of paper is folded along its shortest diameter we get, of course, two smaller rectangles.

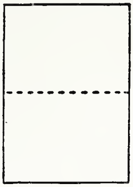


Unless the first or larger oblong is at least twice as long as it is wide (which we are not now considering) a curious fact presents itself. When, in the original large oblong, the difference between length and width is relatively small, this difference is relatively great in the resulting two smaller oblongs; and conversely, when in the original large oblong the difference is great, it is very slight in the small oblongs resulting from its division.

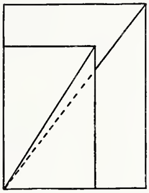


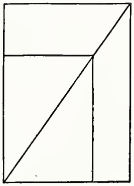


There naturally exists a happy medium; an oblong so proportioned that when divided, the two resulting smaller oblongs retain the original proportion of length to width.

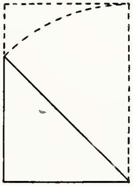


The difference or agreement of this proportion between oblongs of different size is easily shown by drawing a diagonal line from corner to corner. If the direction of the diagonals differ, the proportions differ; if the diagonals have the same direction, the proportions are the same.



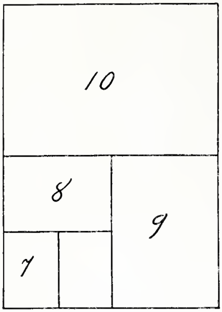


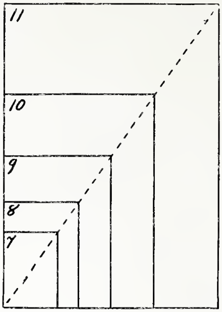
An oblong having the proportion of length to width which gives two oblongs of the same proportion when divided is called by printers and binders the hypotenuse oblong. This is the ONLY POSSIBLE RECTANGLE which can be INFINITELY HALVED OR DOUBLED WITHOUT CHANGING ITS PROPORTION OF LENGTH TO WIDTH. It gets its name from the convenient method of finding the proper proportion. Given the short side we simply draw a perpendicular of the same length at one end, making two equal sides of a right-angle triangle. Then the diagonal line from corner to corner, which is the hypotenuse, will give the exact length of the oblong. Conversely, if we have the length and wish to determine the proper width, we simply start with half of this length for a base and proceed in the same manner, and the hypotenuse obtained will give the exact width.



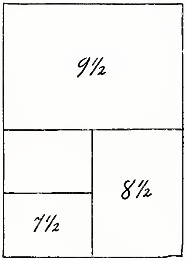
The proportion of width to length is approximately as 7 to 10, or as 1 to 1.414, which is 1 to the square root of 2, or as the side of a square to its diagonal.

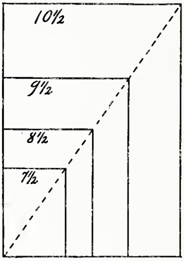
From one single large sheet of this proportion, a whole series of smaller sizes, descending geometrically as indicated, from a bill poster to a postage stamp, can be cut out without waste; all of them having the standard proportion of length to width.



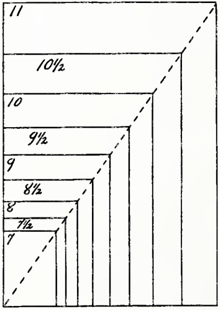


If the sizes intermediate to these are wanted, one other sheet would suffice to furnish the complete series of these.





This would give a range of sizes fully adequate to every ordinary need for printed products of all kinds.

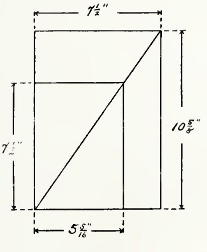


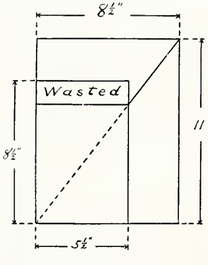
To thus reduce the stock paper size to one or two, would ultimately reduce the cost of paper making, as is easily seen. It would also enable the paper jobber and printer to work to advantage with a much smaller stock of paper on hand, which would in turn reduce the merchandising cost. A good beginning in this direction has already been made by the paper mills and jobbers in their adoption of Substance Weights to take the place of the old system of weight by the ream of a given size sheet. The large sheets can thus be cut into smaller ones which still answer to standard weights (substance number). The advantages of the "hypotenuse" proportion to advertisers and buyers of printing are many. Chief among them is the fact that the hypotenuse oblong enables them to reproduce their books in a smaller size at a very slight expense, while otherwise the expense might be prohibitive.

Let there be a small but definite tolerance in the size; the maximum to measure 7½x10⅝″, which is the largest book of hypotenuse proportions which can be printed, 16 pages at a time, from the 32x44 sheet; the minimum to measure 7⅓x10⅜″, which is the size of the Monarch or Executive letter sheet. A half size, with a corresponding tolerance to be accepted provided such half size books be saddle stitched. This will enable us to open these half size books to the full size for filing purposes. Larger sheets, such as blue-prints, to fold to the standard size.

Our acceptance of the half size booklets takes care of the objections offered by Mr. Beezley to our standardizing to one size only. I am indebted to him for the information that approximately 80% of all catalogs are 6x9″ or smaller—most of them smaller; also that more than 50% of these have only 32 pages or less—most of them less. Now, it is perfectly feasible to saddle stitch booklets containing more than twice that number of pages. Therefore, all those firms whose line is too small to justify the full size book will be enabled to publish at small cost a saddle stitched half-size booklet, which will answer our filing purposes just as well.

The reason is this: If the large book has the proper proportions and its size, we will say, is 7½x10⅝″ the smaller book would be 5$\frac{5}{16}$x7½″, which is the larger size once folded. Both would cut out of the same paper stock, and since the proportion of length to width remains the same, *the entire type composition and illustrations could be photographically reduced to 7/10 of the original size and etched, without any additional art work or any change in the arrangement.* This would mean an enormous saving in time and expense. Had the original book been of some proportion other than the hypotenuse oblong, say 8½x11″, dividing that size in two would give 5½x8½″, which is a very different proportion. The old type arrangement could not be reduced to fit as in the other case. Either the printer would have to re-set and re-arrange the entire composition and illustrations, or else he would have to reduce the small book to the same proportions as the larger one, which would be 5½x7⅛″, cutting off 1⅜″ from the page. This would amount to more than 19% waste, and of course the proportional reduction would also have to be greater than 7/10.





On getting out advertising for the trade papers the same saving would obtain if their pages were of the same proportion. Manufacturers could afford to use much better illustrations, showing details more accurately, because the same wash drawings would be used for all kinds of business literature and advertising media. The technical publications have already adopted a standard type page of 7x10″, which is of hypotenuse proportion.

Other advantages of the hypotenuse oblong over all other page proportions due to the fact that two of the smaller size fit exactly one of the larger size—advantages in storing, packing, shipping and filing—are quite apparent. When the smaller booklet is filed with the larger, it can be opened to the same size. Blue-prints, maps, or other large sheets will fold exactly to the same filing size.

In determining the page size of the United Brass D-1 Catalog, issued in 1916, I was guided by three primary considerations: it must file conveniently in ordinary section book cases and in the 8½x11-inch letter file; the proportion of length to width must be that of the hypotenuse oblong, and it must cut advantageously out of a book paper sheet which is generally carried in stock. Thus I came to size 7½x10⅝″. This is the largest book of the "hypotenuse" proportion that can be made by folding the universally stocked 32x44-inch sheet of 16 leaves.

Later I learned that the hypotenuse oblong had been urged as the ideal and scientific page by men prominent in the world of science and particularly printing.

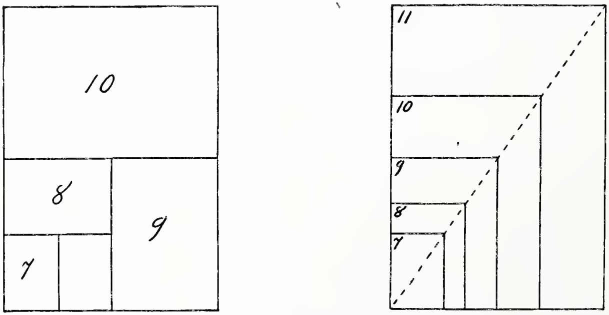
In the American Printer of January 20, 1916, page 22, there is an article entitled "Can Page Proportions be Standardized?" which carries an editor's note stating: "The Secretary of the Ben Franklin Club of Columbus (an organization of printers) has investigated the possibility of standardizing the size of a paper page." In this article the author, Mr. Colton, after a thorough consideration of the various proportions, from the aesthetic as well as the practical point of view, urges the adoption of the hypotenuse oblong.

In The Printing Art, vol 17, there is an interesting article in support of this proportion by Mr. N. J. Werner, of Chicago and St. Louis, who is a printer and a writer on printing, one-time editor of the house organ of the Inland Type Foundry, and the originator of the standardized lining system of type faces, which system, though first ignored, has since been adopted by all the type foundries in America, England and Germany.

Vol. 19 of The Printing Art contains an article by Mr. Harry Lyman Koopman, the well-known librarian of Brown University, in support of the hypotenuse oblong as the standard page.

Upon further investigation I learned that in Europe an international organization has been formed under the leadership of no less a person than Dr. Ostwald, who is a holder of the Nobel Prize, and considered by many the foremost chemist in the world. This organization has for its object the systematization for the benefit of the entire world of what might be called the mechanics of intellectual labor.

The first step has been the development of a world standard for books, pamphlets, and all other kinds of printed matter from a trading stamp to a bill-board poster. Quite inevitably they adopted the hypotenuse oblong as the standard proportion of length to width and, since the metric system—taking the whole commercial world—is in most general use, they developed the various sizes from the centimeter as the unit. The smallest format is 1 cm. by 1.41 cm., the progressively larger ones are developed by simply doubling, thus: 1 by 1.41, 1.41 by 2, 2 by 2.83, etc. The different sizes are numbered, 1, 2, 3, 4, etc. The entire series has the same proportion, progresses in size in geometrical ratio, and is cut without waste from a single sheet.

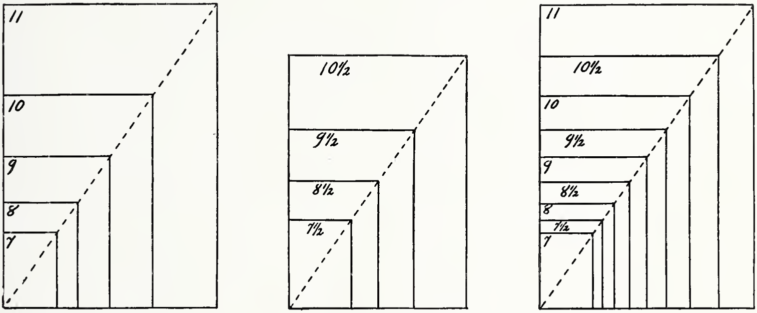


(Scale, ⅛)

The second step was the proposal of a world standard for three-dimensional containers, such as cartons, boxes, shelves, pigeonholes, filing devices, etc., adapted in practical use to these standard paper sizes, but being also suitable for storing, shipping, or filing all kinds of merchandise in co-ordinate space relations. There are three related series of sizes: series "A," which is basic and is to represent finished products, such as labels, tickets, cards, pamphlets, books, writing paper, maps, posters, samples of cloth, leather, etc.; series "B," slightly larger than "A," to represent containers for "A," such as envelopes, cartons, cardboard boxes, and also *untrimmed* paper, photographic negatives, etc.; series "C," slightly larger than "B," to represent containers for "B," such as packing cases, etc. All this indicates the solid and far-reaching nature of the work undertaken by this organization, which fittingly calls itself The Bridge.

The Central Bureau of The Bridge is located at Munich, whence it works in intimate co-operation with the International Bibliographic Institute at Brussels. Since the outbreak of the war any news of its progress is, of course, lacking. But the prior publications of The Bridge show that in 1912 The Association of Chemical Societies, which has a membership of from 18,000 to 20,000 chemists residing in all parts of the world, decided, after a year's consideration, to have all its member societies adopt the "world format" for all their literature. In 1914 the Swiss National Exhibition at Berne specified the same for all the literature to be distributed at the exhibition.

The most important sizes of The Bridge series for books are No. 9 and No. 10, measuring respectively 16 cm. by 22.6 cm. and 22.6 cm. by 32 cm.; or expressed approximately in inches, 6⅜x9″ and 9x12¾″. Size 9 is intended for books of ordinary use, and size 10 for large books as atlases, etc. There does seem to be a need for something intermediate; the gaps between the sizes are rather large. Under the conviction that such a need exists, Mr. Werner, of Chicago and St. Louis, whom I have already mentioned, has calculated an intermediate series in geometrical progression with the other, giving this series half numbers. Refer to The Inland Printer, June, 1917, "A Prophecy About Paper and Book Sizes."



(Scale, ⅛)

This intermediate or half number series of sizes may therefore be justly regarded as America's distinct contribution to the proposed Universal series of hypotenuse oblong sizes.

The introduction of the intermediate series will, in my opinion, greatly facilitate the general adoption of the world standard series. It will do this not only because the intermediate sizes reduce the gaps from each size to the next, making it much easier to change from the present unrelated multitudinous sizes to the standard, but also because this intermediate series offers us a practical link between the old and the new, because it offers a "bridge."

Number 9½ of this series which measures 7½x10⅝″ happens by lucky coincidence to be the largest book of "hypotenuse" proportion which can be economically produced from the regularly stocked 32x44-inch paper sheet and printed 16 pages at a time on presses already in most general use throughout the United States. It is also a happy circumstance that the Monarch or Executive size letterhead, which bids fair to come into general use, comes within a "trim" of this same No. 9½. This letterhead, of which this sheet is a sample, measures roughly 7⅓x10⅜″. The general adoption of this letter sheet should go together with the selection of the 7½x10⅝-inch catalog. It therefore becomes important to know whether the Monarch size letterhead is merely a passing fad, or whether it may not, because of its greater economy, utility, and artistic appeal, be destined eventually to supersede the older and still common $8\frac{1}{2}$x11-inch size. For if it does supersede the larger size, it will mean that sooner or later filing devices will be adapted to the newer size because of the saving of space, and for other reasons. In that event a larger catalog would be out in the cold.

The Monarch letterhead has come to my personal notice recently with increasing frequency. The firms using this style are almost without exception firms which show good taste in their printed things. Some of these firms cater to professional people, as for instance, The Cleveland Dental Mfg. Co. Others are themselves high-grade printers, such as The Inland Printer, The Caxton Co., etc. But there is no need here for enumeration. To get a line on the tendency in this respect, I wrote to the firm that first made the envelope especially for this letter sheet, The Paper Mills Co., Chicago. Their reply to my letter is interesting and illuminating. It runs as follows:

> "In reply to your letter, we started using two-fold envelope which you refer to as *Monarch*, which is $3\frac{7}{8}$x$7\frac{1}{2}$-inch size, when we started in business about twenty-five years ago this spring.
>
> "At first we manufactured them by hand; for the last ten years we have been making them by machine, and probably every envelope factory in the country has one or more machines on this size at the present time. We do not know how many of them are used, as it has gotten beyond us. We think that the use of this size has steadily increased.
>
> "We manufacture in our factory and sell of this size about five hundred thousand per month, which is less than we used to sell before all the other factories started to make them. If we were guessing at the number used in this country today, we should estimate about twenty millions per month."
>
> (Signed) E U. Kimbark,
> Vice-President.

The continuous demand for the Monarch envelope from its inception twenty-five years ago to the present and the steady acceleration of the demand in spite of the ever-present inertia against innovation leaves no room for the belief that this size stationery represents a passing fad. It is more economical and more elegant. One of the leading printers' journals of the world is now using it. Others are continually coming into line. Only recently I received a letter from The Britton Printing Co., who have just changed from the old $8\frac{1}{2}$x11" to the Monarch size. I predict that architects, representing as they do a profession which combines the utilitarian with the artistic, will not be the last to use this appealing form of letterhead. Our firm is adopting this size not only for our stationery, but also for bulletins, discount sheets, and a number of other printed forms. Booklets which we are planning to issue will be this size once folded ($5\frac{3}{16}$x$7\frac{1}{3}$").

Besides the fact that the Monarch letterhead has the advantage of the hypotenuse oblong, and that it is only a trim under the No. $9\frac{1}{2}$ size, which really makes it convenient to place a letter reference into this book, this letter size has the further advantage of cutting without excessive waste from both the writing paper and book paper sheets which are customarily carried in stock; 34x44", which is the regular bond or writing paper size, will give 18 Monarch letterheads as against 16 of the common $8\frac{1}{2}$x11-inch letter-heads. We print the Monarch two at a time on a 10x15 press, while the larger letterhead had to be printed one at a time. This cuts the cost of printing to one-half. A book paper sheet ordinarily carried in stock is 32x44", and this will give 16 leaves, or 32 book pages, allowing amply for trim, either in the full No. $9\frac{1}{2}$ world series ($7\frac{1}{2}$x$10\frac{5}{8}$") or in the slightly smaller Monarch size ($7\frac{1}{3}$x$10\frac{3}{8}$").

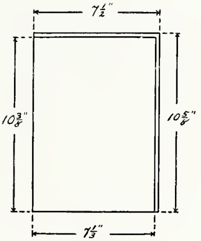
When, however, the Monarch size sheets are to be used as loose leaf inserts, or anything that does not have to be folded and trimmed, the "hypotenuse" proportion makes it unnecessary to waste this "trim" but enables us to get 18 instead of 16 sheets. We simply turn the oblong in the other direction and cut into 3 times 6 instead of folding into 4 times 4. This can be done with the Monarch size ($7\frac{1}{3}$x$10\frac{3}{8}$") from the stock 32x44-inch paper sheet; but should the full No. $9\frac{1}{2}$ size ($7\frac{1}{2}$x$10\frac{5}{8}$") be wanted for single sheets without trimming, it would be necessary to increase the size of the stock paper to 32x45". This size sheet could easily be made, could advantageously be handled on the presses now in general use, and it corresponds to No. $13\frac{1}{2}$ B of the world series.

As the Master Catalog, proposed by Mr. Chandler, develops, there will be an increasing use of single sheets, which the "hypotenuse" proportion will enable us to cut from the same stock paper sheets with a saving of one extra sheet to every eight. This advantage peculiar to the "hypotenuse" proportion is therefore of growing importance.

The relation of series "A" (finished products) is such that a sheet from series "B" (untrimmed sheets, etc.) can be cut to any of the series "A" sizes, three or more full numbers smaller, without a particle of waste or trim. For instance, 32x45″ is No. 13½ B. This would give 16 leaves of No. 9½ book, allowing amply for trim; or it would give 18 single sheets of the same No. 9½ size without the trim.

Stock envelopes are now on the market in convenient sizes to mail the Monarch size sheet either flat, as for bulletins, discount sheets, supplementary catalog sheets, etc.; folded once, as for one-half size or pocket size booklets, etc., and folded twice, as for regular correspondence. The sizes in which these envelopes are regularly carried in stock are 7½x10½″, known as No. 15 catalog; 5½x7½″, known as Wide Imperial, and also No. 4 Banks, and 3⅞x7½″, known as the Monarch or Two-fold envelope.

In view of all these considerations, I think it highly important that the Association adopt as the standard catalog size the Monarch letterhead for the minimum, and the No. 9½ of the proposed world standard sizes as the maximum. The measurements are respectively 7⅓x10⅜″ minimum, and 7½x10⅝″ maximum. This definite tolerance in size would be advisable. In the case of catalogs having extension or board covers, the minimum would be taken for the page and the maximum for the cover. As the containers and filing devices will in that case eventually be adapted to this maximum, that size will finally become the standard, and this will fit perfectly into the series of paper sheet sizes proposed as the world standard as augmented by Mr. Werner of Chicago and St. Louis.

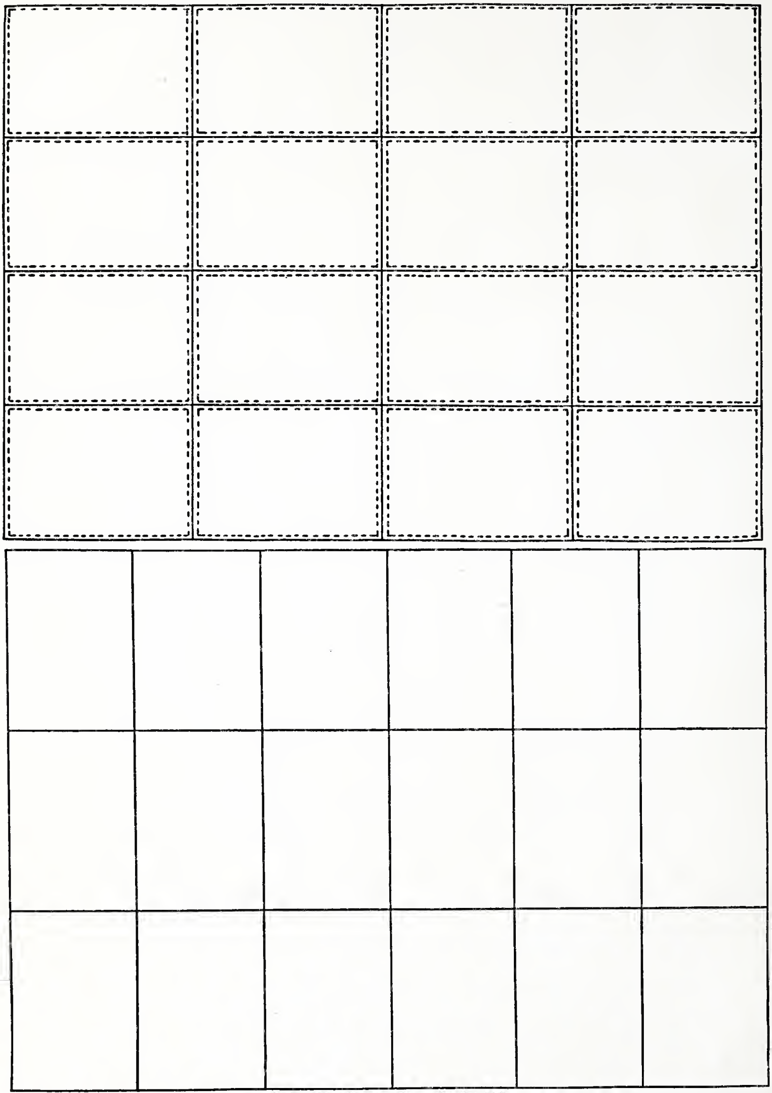


This standard with its definite tolerance harmonizes also with the recommendation of the United Typothetae of America, whose membership comprises nearly all of the progressive printing firms in this country. The February 1918 Bulletin states:

> "A letter was read from W. L. Chandler, representing the National Association of Purchasing Agents, asking for a recommendation from the United Typothetae of America for a standard size of catalog, such a size as would be convenient for the handling of the printing from regular stock sizes of paper and regular sizes of presses now in use throughout the country for both large and small offices.
>
> 'The Secretary was directed to write Mr. Chandler advising him that the judgment of the Executive Council was that a universal size which would meet the above requirement, would be 7½ inches in width and 10½ inches in depth, which would permit of the use of stock for single size run of 30½x43″ or 32x44″; or for running double size, 43x61″."

The adoption of this standard, which is built on a practical and scientific basis, will place the associations in the front rank of business forces which make for permanent progress.

It will give us a catalog size well calculated for international and universal adoption: 1st, because 7½x10⅝″ measures even centimeters (19x27 cm.); 2nd, because there is already a stock paper sheet in use in France, 57x81 cm. (22½x32″) which is No. 12½ "B" of the universal series and from which the No. 9½ book can be economically made; 3rd, the size of a Spanish printer's publication "Revista Grafica" which measures 7⅜x10⅞″, indicates that in Spain also there is a paper sheet from which the proposed standard size catalog can be readily made.



(No. 13½ Series "B". Scale, ⅛)
Upper illustration, fold to 16 book leaves to be trimmed to No. 9½ A; lower illustration cut to 18 single sheets of same size without trim.

By adopting the No. 9½ as the maximum, and the slightly smaller Monarch letter size as the minimum we will provide the standard for the entire world, and we will set in motion that easy and sure transition to the ideal situation we seek.

It will give us a catalog of good size, but not unwieldy.

It will enable manufacturers to publish at a slight cost, small or pocket size booklets which when opened will file in the regular catalog file.

The book itself and loose leaves or bulletins will cut to advantage from regularly stocked papers, not merely a very few but a large variety of coated papers, including also more serviceable book papers, and even the bond and writing papers. On all single sheets we get one extra sheet to every eight instead of wasting the trim.

It will mean economy in the cost of paper and printing, as well as convenience in storing and packing.

It will enable us to use stock envelopes for mailing these sheets flat, folded once as booklets, and folded twice as letters, etc.

It will give us a catalog that will stand in the ordinary sectional book case (which in some cases are but 10⅞″ high, inside measurement) that will file conveniently in any file that will take an 8½x11″, and that will file also in files made for the Monarch letter-head, which seems destined to supersede the older size. *You can file the smaller book in a file which is a trifle larger, but you can't file the larger book in a file which is a trifle smaller.*

We have here a number of fortunate coincidents in that our present-day equipment is suitable for the production of that scientifically co-ordinated series of sizes of hypotenuse proportion, which is admittedly the ideal.

Gentlemen, we of this conference hold in our hand the power of helping to make this ideal real. And that without disturbing a single industry. We start with the equipment we have. Here is an opportunity of taking a stride forward in business efficiency which is comparable to the invention of printing itself. Here is an opportunity such as comes not to every man during his lifetime.

So I say, let us speed the day when our books and sheets will fit into the Master Catalog in South America, Australia, Europe and Asia, and when likewise the Business Reference Literature from these distant shores will fit into our own Master Catalog.

Mr. Chandler next stated that the electrical interests of the United States were represented by three organizations, which in turn were combined into what is known as the Electrical Manufacturers' Council, so that that Council practically represented all of the electrical interests of the nation.

To state to the conference the viewpoint of the Electrical Manufacturers' Council, Mr. Charles Roth was introduced.

MR. CHARLES H. ROTH

Roth Bros. & Company

Secretary The Electric Power Club, Chicago. Representing Electrical Manufacturers' Council

MR. Roth explained that the Electrical Manufacturers' Council is made up of two members from each of the following organizations:

Associated Manufacturers of Electrical Supplies.
Electrical Manufacturers Club.
Electric Power Club.

the former being an organization of those concerns manufacturing the usual run of electrical supplies, the second being composed of manufacturers of electrical apparatus, while the Power Club includes in its membership manufacturers of power apparatus.

The Electrical Manufacturers' Council has not yet adopted a size of catalog, but the other two organizations have. At this point he read a paper on standardization of trade literature sizes prepared and printed by the Electrical Manufacturers' Club.

THE STANDARDIZATION OF TRADE LITERATURE SIZES

A Discussion Based on the Investigations of a Committee of the Electrical Manufacturers' Council

A committee appointed by the Electrical Manufacturers' Council representing the interests of three societies composed of manufacturers of electrical apparatus and supplies to make a study of trade literature sizes for these three societies has investigated this matter for some time and submits the following discussion as being of probable interest.

This committee has been in touch with a number of printers, paper manufacturers, paper dealers and advertising agents, as well as electrical manufacturers and jobbers throughout the country, and it has also investigated the action taken by various associations and societies relative to the standardization of the dimensions of letterheads, catalogs, bulletins, circulars, contract forms, data sheets, price lists, etc., and in Table I is given a summary of the recommendations of these associations and societies.

The various types of publications that are subjects for standardization are taken up in the order given above.

Letterheads:

As it appears desirable to many associations and societies to have bulletins, circulars, data sheets, contract forms, etc., conform in size with letterheads, the subject of letterhead sizes is being considered first.

Letter paper is manufactured in standard sheets 17x22″ and in multiples thereof. By cutting these sheets into quarters, letterheads 8½x11″ are obtained, the edges of which are generally trimmed making the final size between $8\frac{7}{16}$x$10\frac{15}{16}$″, and 8½x11″. This 8½x11″ size has, hence, become generally recognized in the printing and stationery trades as the standard size for carbon paper, copy paper and second sheets and correspondence folders, envelopes, transfer cabinets, letter files, desk drawers, etc., all conform to it.

As the size of 8½x11″ conforms to paper-manufacturers' standards in that it can be cut with no waste, as it has practically become recognized throughout the country as a standard size for letterheads and as it has served as a standard to which manufacturers of stationery and office equipment have adjusted themselves for some time, any change in this standard will not only affect the paper manufacturing industries, but others as well and should be avoided unless the change will result in some material advantage.

Although the Government has adopted 8x10½″ as the standard for most of its letterheads, there appears to be no good reason for its doing so, although the Government, being a large user of paper, can, of course, have special sizes of paper made for it at economical prices. Otherwise it would be necessary to cut this size, as well as any other odd size, from a 17x22″ sheet with considerable waste.

The argument advanced by some to the effect that an 8x10½″ letterhead would be more economical than an 8½x11″ letterhead, because the former will take an average sized letter and contains less paper, overlooks the fact that until the mills are induced to change their standards the same sized sheet will have to be used in producing either size of letterhead and that the paper scrapped in producing the smaller sized letterhead is available for use, if needed, in the case of an 8½x11″ letterhead.

If it appears as if an 8½x11″ letterhead contains more space than is needed for the average letter, no definite size should be decided upon for letterheads until it is determined just how much space is needed for the average letter. There is nothing that indicates 8x10½″ to be that size. It, too, will be much larger than necessary for a small sized letter and perhaps for the so-called "average" sized letter.

It is extremely doubtful if the average length of letters as determined by counting the number of words in a quantity of letters and dividing by the number of letters, really forms a suitable basis for determining letterhead sizes. Letters are generally short or long and it is only by determining the length of the average letter rather than the average of the lengths of letters that the most economical letterhead size can be determined.

It appears better to retain the present standard of 8½x11″, and to use half-sized (8½x5½″), and two-thirds sized (8½x7⅓″) letterheads for letters that are of such a length that they will not fill an 8½x11″ sheet. These half and two-thirds sized letterheads can also be cut from the standard 17x22″ sheet without waste.

TABLE I. RECOMMENDED SHEET SIZES FOR LITERATURE PROPOSED BY VARIOUS ASSOCIATIONS

Association	Page Size for Bound Catalogs	Paper Catalog Covers	Cloth Catalog Covers	Bulletins	Bulletin Covers	Price Book Sheets	Engineering Data	Contract Forms	Letterheads	Leaflets Envelope Stuffers
Electric Power Club				8½x11		4x7 S	8½x11E	8½x11E		
Assoc. Mfrs. of El. Supplies.........				8 x10½		4x7			8½x11 Max. to 8 x10½ Min	
El. Supply Jobbers Assoc............	8½x10									
U. S. Government..									8 x10½†	
Amer. Soc. of Mechanical Engineers	8½x11			8½x11						
Amer. Inst. of Architects............	8½x11* (9 x12) (6 x 9)	Flush with pages	Overlap O. K.				8½x11			
Technical Publicity Assoc............	6 x 9 8½x11	6 x 9 8½x11	6⅛x 9¼ 8⅝x11¼	8 x10½	8½x11					3½x6

E—End Binding.

S—Side binding.

*8½x11 recommended for most catalogs. 9 x 12 for extra thick catalogs. 6 x 9 for thin catalogs.

†Adopted by U. S. Government as standard, but letterheads of various sizes are printed for special departments and individuals.

The recognition of 8½x11″ as the standard size for letterheads and the use of half and two-thirds sized letterheads will be in line with the general practice of to-day and in conformity with existing paper-mill, stationers' and office equipment manufacturers' standards of to-day.

Page Size for Bound Catalogs:

Referring to Table I, it is seen that five sizes of catalogs; namely, 6x9″, 8x10½″, 8½x10″, 8½x11″, and 9x12″ are recommended, a preference, however, being shown for the 8½x11″ size. Offsetting this, however, is the statement made by a large catalog publisher to the effect that an examination of its catalogs filed (which are large and typical of all lines of business), shows that the number of catalogs with a page size larger than 6x9″ is "insignificant" in comparison with the number of catalogs issued 6x9″ or smaller and that a far greater number of catalogs are of just 6x9″ than of any other size.

Considering page sizes from the point of view of economy in paper, the following facts should be kept in mind. Coated, calendared and machine-finished papers which are the grades most commonly used in catalogs, are manufactured in the base size of 25x38″ and in the following generally accepted standard sizes: 26x29″; 28x42″; 28x44″; 30½x41″; 32x44″; 33x46″ and 38x50″. In addition to these standard sizes, some grades of paper are carried in stock by manufacturers and dealers in the following sizes: 33x44″; 35x45″; 35x46″; 36x48″ and 37x49″ to meet demands for paper that will cut economically for 8x10½″; 8½x11″ and 9x12″ publications.

All of these paper sizes are ones that can be taken by presses used by the majority of printers to whom one would be willing to give catalog or bulletin work. In the opinion of one large manufacturer of printing presses, ninety per cent of the printers in the United States who have facilities aside from the pressroom to handle the average catalog, already have presses which will take a sheet 32x44 inches or larger. The New York Master Printers' Association states that "Of the general printers (in New York City), at least fifty per cent have flatbed presses that will take a sheet larger than 44 inches."

Table II shows the most economical size sheet to use in cutting six recommended page sizes as well as the paper wasted. It is generally customary to allow ¼″ at the front for trimming, from ⅛″ to ¼″ at the bottom for trimming and ⅛″ at the top. In this table ⅛″ is allowed at both top and bottom for trim and ¼″ at the front as with careful work about ⅛″ trim at the top is sufficient.

This table shows that of the six sizes the 6x9″ size is the most economical when only standard paper sizes are considered. It would, hence, be the best size to recommend if it were not desirable to have catalog pages the same size as letterheads.

When both standard and semi-standard sizes are considered, the various catalog sizes arranged in order of economy in cutting are as follows: 6x9″; 8x10½″; 7½x10⅝″; 8½x11″ and 8½x10″, but in this connection it must be remembered that the best grades of catalog paper are generally obtainable from some manufacturer or a jobber in sizes that will cut without any waste to 8½x11″ or 9x12″ and that there appears to be an increasing tendency to stock these sizes while sizes that will cut to 8x10½″, 7½x10⅝″ and 8½x10″ without waste do not seem to be obtainable. Bearing in mind the fact that societies that have adopted 8½x11″ as standard claim that no difficulty is experienced by member companies in obtaining paper that will cut economically to this size, 8½x11″ appears to be entitled to a place nearer the head of the list.

TABLE II. STANDARD PAPER SIZES REQUIRED FOR PRODUCING VARIOUS PAGE SIZES, SHOWING PERCENTAGE PAPER WASTE

A	B	C	D	E	F
Page Size After Trim	Most Economical Paper Size	Number of Pieces	Paper Required, Allowance Made for Trim	Paper Wasted Sq. In. (B-D)	Per Cent of Sheet Wasted
6 x 9″	25x38″	16	25x37″	25	2.6
7½x10⅝″	32x44″	16	29x43½″	137	8.1
8 x10½″	33x46″	16	33x43″	99	5.8
8 x10½″	33x44″*	16	33x43″	33	2.3
8½x10″	38x50″	16	35x41″	265	13.9
8½x10″	35x45″*	16	35x41″	140	8.8
(8½x11″	38x50″†	16	35x45″	325	17.1)
8½x11″	36x48″†	16	35x45″	153	8.8
8½x11″	35x46″*	16	35x45″	35	2.2
8½x11″	35x45″*	16	35x45″	0	0
9 x12″	38x50″	16	37x49″	87	4.5
9 x12″	37x49″*	16	37x49″	0	0

* Not a generally accepted standard but obtainable from a number of manufacturers and dealers in the best grades of paper.

† Although 38x50" is a generally accepted standard, 36x48" is obtainable in almost all grades of papers. Where 36x48" is not obtainable, 35x46" or 35x45" are generally obtainable.

As none of the sizes named will cut without waste from recognized standard sheet sizes and as it appears very desirable to have catalog pages the same sizes as the standard letterhead, it appears best to adopt 8½x11″ as the standard catalog size and to recognize 35x45″ as a standard size for book papers rather than to upset all the standards of the letter-paper manufacturers, stationers and office fitters by adopting a 6x9″ or 9x12″ size, which will only cut out of existing book-paper standards with 2.7 to 4.5% waste.

The size 7½x10⅝″ has been recommended for catalogs, bulletins, letterheads, etc., because it lies on what is known as the "Hypotenuse Oblong." Any size sheet which comes within the scope of this hypotenuse is so proportioned that if it be cut in half, the halves will have the same proportions as the original sheet, the same relation holding true when these halves are cut in half. The argument advanced in favor of this size is that expensive drawings, etc., made for the production of *full* page plates for use in publications of this size can be reduced so as to fit exactly a page of one-half or one-fourth this size. Although this argument appears to be a good one on first thought, it must be remembered that this relation holds true only under the following conditions:

1. Where these plates extend exactly to the four edges of the page—a condition seldom realized except on cover pages.

2. In cases where the plate, itself, if surrounded by margins on one or more sides, is of a size that falls within the scope of the "Hypotenuse Oblong."

In this connection it must be remembered that as the primary object of a catalog is to illustrate and describe products, the proportions of the illustrations used will be determined by the proportions of the article illustrated and not by any page size or by the "Hypotenuse Oblong." The number of cases where any advantages would accrue from the use of a page size falling within the scope of the "Hypotenuse Oblong" would, hence, be comparatively few in the case of commercial or trade literature. If catalogs were made in this 7½x10⅝" size it would be desirable to make bulletins and letterheads conform in size, and would, hence, not only mean that book-paper manufacturers would have to make a new sized sheet to avoid waste in cutting this size, but that all the existing standards in the bond-paper, stationery and office equipment industries would have to be changed at great expense.

It, hence, appears as if the two standards of 6x9" and 8½x11" recommended by the Technical Publicity Association in 1913 and later by the American Society of Mechanical Engineers and by the American Institute of Architects are the only ones that should be seriously considered.

Although a 6x9" catalog has the advantage of being nearer the usual book or novel size, it has the following disadvantages:

(1) Not as adaptable as 8½x11" for tabular matter because of small size.

(2) Not very adaptable to the showing of illustrations to advantage unless surrounded by considerable white space (wasted paper) or made comparatively small.

(3) Not well adapted to the use of two columns and limited practically to single column, 10 point type if text is to be easily readable.

(4) Has the disadvantage that margins take up a larger part of the total page area than in the case of larger sized publications. This is a disadvantage inherent in all small publications.

(5) Less likely to stay open in any one position than a larger publication. It is for this reason that an increasing number of magazines are changing from the old 7x10" size to a flat size of about 8½x11¾" or 12".

(6) Occupies a greater shelf length than a larger sized publication because it is thicker.

On the other hand an 8½x11" catalog has the advantage of taking the plates used in 8½x11" letter-sized bulletins and of being more readily adaptable to tabular matter. An 8½x11" size also lends itself to the illustration of products with engravings of ample size without the necessity of surrounding them with white space and is also adaptable to setting type in double columns, 8 or 10 point or single column, 12 point without obtaining a type column that is difficult to read as is the case where any type size other than 10 point is used in a 6x9" publication. Because of its greater size, the margins on an 8½x11" page occupy a smaller percentage of the total page space. Due to its larger size, an 8½x11" catalog tends to remain open in any position.

Most of the points in favor of an 8½x11" catalog are also points in favor of an 9x12" catalog except that a 9x12" catalog will not be letter-size. As it would be desirable to have bulletin and catalog page sizes the same and as a bulletin should preferably be the same size as a letterhead, an 8½x11" catalog size appears to be the most desirable. If it is found desirable to have two standard sizes of catalogs, the other size that it would be well to adopt appears to be the 6x9" catalog which is extensively used at present and which cuts out economically from a 25x38" sheet. As this size has practically the same proportions as an 8½x11" catalog, the adoption of these two sizes would bring about all the advantages claimed for a catalog size that falls within the scope of the "Hypotenuse Oblong."

The standardization of catalog sizes, however, does not end with deciding upon some one or two sizes as standard for unless all catalogs are similarly bound the objects of standardization will be defeated in that the bound volumes are likely to differ in size due to various degrees of overlapping of covers. Where stiff or flexible covers are used an overlap of ⅛", which is generally allowed on all books, appears best. Where paper covers are used they should be cut flush with the pages as the covers being unable to support the weight of the volume will soon bend and tear if an overlap is used.

BULLETIN, PROPOSAL, SPECIFICATION AND CONTRACT FORM SIZES:

As a bulletin may be defined as a small unbound catalog dealing with one or more subjects, the preceding discussion on catalog sizes also applies to bulletins. In the case of bulletins, however, it appears best to standardize on only one size, namely, standard letterhead size which is 8½x11″. The main reason for this is that bulletins often form part of proposals or are frequently filed by purchasing agents together with correspondence referring to them, and should, hence, preferably be of the same size as the letters and specification and proposal sheets that accompany them.

As the usual practice of to-day is to have specification, proposal and contract forms of the same size as letterheads, no discussion of the advantages of this practice appears necessary.

Side bindings for bulletins, proposal and specification sheets is preferable for bulletins are often bound in covers and should, hence, open in the same direction as catalogs. Covers for bulletins should also conform to the cover specifications for catalogs in the matter of overlap.

PRICE SHEET SIZE:

Two societies composed of electrical manufacturers have agreed upon a 4x7″ price book sheet to be used in side opening books. This size, which cuts with little waste from the standard 17x22″ bond sheet, was mainly adopted because price sheets should be as large as possible to accommodate the large amount of data they generally contain but at the same time small enough to fit into a salesman's pocket. This 4x7″ size was found to be the size that best meets these conditions. It appears, however, that purchasing agents would prefer to have such data given on sheets of the same size as other manufacturers' data intended for preservation and that price sheets should, hence, be issued in two sizes, namely, 8½x11″ for customers and 4x7″ for salesmen.

CIRCULARS, STUFFERS, ETC.:

No greater diversity of sizes exists than in the case of circulars, stuffers and other so-called direct-by-mail advertising material. In every case the advertiser attempts to secure individuality by this means, little thinking that advertising material that is not easily filed fails of its purpose. Although cases can be seen where it will not be practical to adjust certain pieces of "direct-by-mail" matter to any rigid specifications in regard to size, the adoption of 8½x11″ as a basic standard which can be used in multiples and fractions thereof would greatly simplify matters and meet most advertisers' needs in that the resultant sizes would approximate many sizes in common use to-day.

CONCLUSION:

In discussing this subject, it has been borne in mind that the universal desire to standardize is not an argument in favor of any one set of dimensions, unless such dimensions are in common use, conform to existing standards or tendencies in the industries affected and will result in the greatest economy of materials, labor and time. Although one or more sizes may fill one or more of these conditions better than any other, there is one size that comes nearer to fulfilling all these conditions, all factors considered, than any other. This size is 8½x11″, the one that was originally recommended by the purchasing agents when they first considered this subject and the one that is coming into greater use every day as a result of the recommendations of several societies that have already adopted it after extensive investigations.

The chairman then stated that the National Association of Brass Manufacturers had appointed a catalog committee, which had been making some investigations but had not yet selected a size, that the chairman, Mr. C. J. Wolfe, had stated that he would be unable to attend the full session of the conference and that he was not then in the room so that it would not be possible to hear from him unless someone else was prepared to make a report for their committee.

Inasmuch as no one responded, the chairman then introduced Mr. C. O. Powell, Chairman of the Council of Advertisers of the Associated Metal Lath Manufacturers.

MR. C. O. POWELL

Northwestern Expanded Metal Co., Chicago

Chairman Council of Advertising Managers of Associated Metal Lath Manufacturers

MR. Powell stated that he had nothing in particular to say to the conference, that the interest of the Association was merely to find out what was done at the meeting—that they had no definite standards to recommend but were very much interested in reaching the architect and the engineer. For several years they had been following the recommendations of the architectural and engineering associations by using 8½x11" for printed matter which they desired to have filed by those organizations.

The chairman then read a letter from the Association of National Advertisers, New York, Mr. John Sullivan, Secy.-Treas., giving a summary of replies to letter he had sent out to members of their organization.

STANDARDIZATION OF CATALOG SIZES

Summary of Replies to an Inquiry Sent to the Direct Advertising Committee of the
Association of National Advertisers, Inc.

Size of Catalog, 8½x11":

The opinions given are overwhelmingly against the adoption of this size. In only two cases is this size mentioned as being used, and in one case only is it considered the most advantageous size. In this one case, 8½x11" has been found very convenient; "it can be filed in standard files, assembled with letterheads and variously handled in the most advantageous manner.

In the other case where the 8½x11" size is used, the statement is made that this size suits the proposition very well and there is never any trouble in getting it printed; furthermore, the size files to excellent advantage in the standard size letter file drawer. At the same time, the adoption of the 8½x11" size was stated to be tentative, and the opinion of the writer is that any attempt to standardize catalogs will ultimately be found to be futile.

In one case this size is thought ideal, but, because of the waste when cutting from standard paper, and also the objection from the printing presses and the printer's standpoint, it is thought impractical under existing conditions, and the writer thinks that no further consideration should be given to the adoption of this size as a standard.

Although, in another case, there is an inclination to favor the 7½x10⅝" size, the opinion is expressed that the 8½x11" size commends itself because it is the same size as standard letterheads, and also because a smaller derivative of this size, 5½x8½", is rather pleasing in its proportions.

One writer expresses his judgment that the 8½x11" size is suitable only for unusually fine catalogs. This writer also is of opinion that it is utterly impractical to confine American manufacturers to any one standard size.

In one reply in which the 8½x11" size is particularly dealt with, the opinion is expressed that although architects and purchasing agents may find this size the best for their purpose and the most convenient, the size would be too large for many catalog publishers. The statement is also made that this company—a steel manufacturing concern—cannot see how it will ever issue catalogs 8½x11".

After reviewing a classification made by Reuben H. Donnelley & Sons Co., of Chicago, of the number of pages in each of a large number of catalogs of various size pages examined, which classification shows that sizes of 8½x11" and over are lowest in the scale as to use, one writer says: "Suppose that these hundreds of firms issuing catalogs that are 6x9" or smaller in size—and which have thirty-two pages or less—should be told that they ought to adopt a page size of 8½x11"; it would mean that the number of pages would be cut down from twenty-four or thirty-two to twelve or sixteen, and it needs no explanation to show what kind of handling such a catalog would receive in the mail—a catalog with a big page size and with only eight pages or sixteen pages in the book." It should be added that the classification referred to shows a very large proportion of all the catalogs examined to be of thirty-two pages or less.

A letter received from the United Typothetae of America, in reply to our inquiry, states that the standard size of catalog paper used most generally is either 32x44", or 30½x43". Also that if the 8½x11" page were adopted, it would more or less affect the press builders and paper manufacturers in regard to their standard sizes.

7½x10⅝":

By one correspondent it is recognized that there are certain lines of business in which it would be desirable to have larger engravings than will go into a 6x9" page size. For example, catalogs that would show illustrations of buildings or architect's plans. For such catalogs it would be advisable to recommend either 7½x10⅝″ or 7¾x10⅝″. Catalogs of these sizes will cut without waste from the 32x44 sheet.

One writer says: "In the light of the claims made by the paper manufacturers and the printing press manufacturers, it seems to us that the most logical standardized size would be, under existing conditions, 7½x10⅝″. A page this size could just as well be filed in the correspondence file as a page 8½x11″.

Another writer says: "I very earnestly recommend a scale of sizes based on the 7½x10⅝″ proportions."

In one reply received the writer says that the advantage of cutting without waste is the best point that he can see in the hypotenuse oblong size, 7½x10⅝″. It will be possible for this concern to have all of its booklet matter conform to this size and its smaller derivatives.

One writer favors three standard sizes for catalogs—7½x10½″, 6x9″, and 4x9⅛″. The 7½x10½″ can be used by firms whose products and data, etc., cannot be illustrated or tabulated with the 6x9″ page, and this size is near enough for all practical purposes. Moreover, it will cut out of a 32x44″ sheet.

A paper manufacturer says that the demand for size of paper from which 8½x11″ sheets can be cut was so small that its manufacture was discontinued. Occasionally this firm gets an order of cover paper from one customer for an 8½x11″ catalog. Incidentally, it may be mentioned that manufacturers of cover paper are making an effort to standardize on two sizes. One size is 20x26″, which would take care of the 6x9″ and fractional inches of that size; the other is 23x29″ to take care of a 7x9″ catalog.

While one firm thinks that 8½x11″ is an ideal standard, owing to the fact that a 7½x10⅝″ catalog can be produced from a sheet 32x44″, running 16-on, and owing to the fact that many more printers than otherwise have presses capable of handling a sheet of this size, ideals should be sacrificed to the practical plan of adopting a 7½x10⅝″ size as the standard.

In another reply is the following: "Permit us to express strongly our preference for the 7½x10⅝″ size. This size contains not only the advantages of the hypotenuse oblong arrangement, but it also seems to meet very closely the ideas of the architects and certain other organizations which have expressed a preference for catalogs of the size that might be filed in standard letter file cabinets. This size, being only slightly under the 8½x11″ size, would file nicely in such cabinets. The advantage of being able to reproduce engravings from drawings in different sizes is very material and should receive earnest consideration. The further advantage of a 7½x10⅝″ size, in that it may be run 16-on on the average press, is quite considerable. Furthermore, this size seems to present advantages in the matter of space for the proper illustration of many products that the smaller size does not give."

6x9″:

In one important and comprehensive reply received, it is stated that the standard size of sheets of paper is 25x38″, and that all weights of paper are now figured on the basis of the ream of 25x38″, in accordance with the standardization already effected by the National Paper Trade Association. The size of catalog that cuts without waste from the 25x38″ sheet is 6x9″. It is also stated that several other sizes of paper sheets are recognized by the National Paper Trade Association, and that, after the 25x38″ size, the 32x44″ is most common.

The man who uses a 6x9″ page size has available in stock the widest range of weights and kinds of paper to choose from for his catalogs. The man who uses 7¾x10⅝″, and cuts, therefore, from 32x44″ size, has the next largest variety of sizes to choose from.

In the replies above referred to, the general recommendation is made that firms issuing catalogs, except the mail order catalogs, and others printed on rotary presses, keep the trimmed page size between the minimum of 6x9″ and a maximum of 7¾x10⅝″; and, further, that as far as possible the catalogs be either exactly 6x9″ or exactly 7¾x10⅝″, and, further, that the smaller of the two sizes be used wherever it is possible to do so instead of the larger.

An automobile concern expresses a preference for the 6x9″, if there should be a standardization to one size. The letterhead size is considered of great value for bulletins sent with letters, but a catalog which would bulk up to reasonable rigidity in the 6x9″ size would become a flimsy proposition in the 8½x11″ size. The writer of this letter thinks that those firms which issue a large number of 6x9″ bulletins would practically have to go into colors if they adopted the 8½x11″ size for the purpose of offsetting the thin and parsimonious effect of a book made in this size.

Another writer thinks that the 6x9″ size would answer the requirements for both houses.

Still another is of the opinion that the 6x9″ size is a standard that is far too well established to abandon.

GENERAL:

It is well worth noting that of 927 catalogs examined by the Technical Publicity Association some years ago, 325 were of the 6x9″ size. The second largest uniform group numbered only 26 catalogs, the size being 4½x7″. There were also three catalogs 7½x10½″, one 7½x10¼″, and two 7½x10¾″; also one 7¾x10¼″, four 7¾x10¾″, and one 7¾x11″. There were only six catalogs of the 8½x11¾″ size.

An examination made by the Reuben H. Donnelley & Sons Company shows that of 5,556 catalogs examined, 80% had a page size of 6x9, or smaller. All these catalogs had sixteen pages or over.

Furthermore, of 12,429 catalogs and booklets and circulars examined, all less than sixteen pages, 80.85% were 6x9″ or smaller.

The chairman stated that we had now heard from all of the Associations which had expressed any interest in any one form of standard for catalog use. There were others represented at the conference but so far as he knew they were not prepared to make any definite recommendations, being present more through patriotic spirit to show their willingness to promote the general welfare of the nation.

He then called upon Mr. J. Fred Wright, of Sargent & Co., New Haven, Conn.

MR. J. FRED WRIGHT

Sargent & Co., New Haven, Conn.

MR. Wright explained that he came to the conference not as a representative of the hardware trade or of a group of manufacturers, but as a member of a manufacturing concern that issues a catalog. He pointed out the fact that in much of the discussion the catalog which was largely in the minds of those speaking was apparently a book of relatively few pages. He realized that that represented the greatest number of books in use, especially so in view of the figures quoted by Mr. Beezley.

He stated that many manufacturers in the hardware trade issued such pamphlet catalogs, particularly those who made specialties or only a few tools. He emphasized the fact that there were other hardware manufacturers whose lines are so extensive that it is necessary to supply to the trade a catalog in a large bound volume, his own present book being of about sixteen hundred pages, which he hoped to revise to about twelve hundred. The size now in use, being 9x12″, afforded him an opportunity to properly illustrate and describe the goods. He explained that the nature of the product is such that some pages are full while others have the customary white space, but it is necessary to condense as much as possible, having in mind the use to which the book is put by hardware dealers, buyers and salesmen, his own as well as those of certain jobbers.

Their catalog he said was issued primarily for the hardware trade and is also furnished to architects, contractors, government officials and to some purchasing agents, that the use of their catalog by purchasing agents is limited, as their goods are not purchased to a great extent by purchasing agents. The book too is supplied to customers in the foreign field.

He emphasized the fact that their book is so large that it could not be conveniently placed in the letter file; consequently the file is not a factor, it being more in the encyclopedia class and commonly kept in a book shelf or on the buyer's desk, and sometimes on the counter of the retail dealer.

He explained that they would not care to change from the 9x12″ size unless the advantages are so great as to compel them to. A size as small 7½x10⅝″ would reduce the page size 30% and make the book that much thicker because they could not eliminate the matter. This would make a book which was not as handy to use. He felt that even the 8½x11″ size, while if possible for them to get down to that, at the same time it would make it difficult to print on two facing pages the illustrations and descriptive matter necessary to give their customers the information needed, all of the matter in their catalog being descriptive, such as kind of metal, measurements, etc., and nothing of what is sometimes termed "wind" being used.

He stated that their own problem was quite different from that of hardware jobbers, many of whom, as had been stated, have adopted the 8½x11″ size. The jobbers show a greater variety of lines of goods, while they as manufacturers have a greater number of kinds and sizes of the goods they make, the jobbers ordinarily showing a much smaller percentage of the number of items which they list.

He spoke of the fertile field along catalog standardization and referred to the fact that a number of jobbers have their pages in standing type, in some cases there being two or three thousand of such pages, one jobber in particular with a page size 10¾x12″, who has forty-eight hundred pages standing, and that the expense of changing the page size for such a large volume of pages would prove to be a big consideration in the event of change.

He thought that if a standard could be adopted which would be acceptable to the hardware jobber it would clear up one point which had not yet been referred to but which was of considerable importance to the manufacturers of goods shown in those catalogs. In this he referred to the custom of manufacturers to loan to jobbers the electrotypes of the goods of their manufacture which are to appear in the jobber's catalog. He referred to their own investment in engravings made for use in their own catalogs and stated that if these same cuts could be used by the jobber they could be furnished without cost to the jobber and with a minimum expense to the manufacturer, while if different sizes were necessary to fill these various jobbers' requirements the expense would be very much greater.

He strongly advocated the standardization of jobbers' catalogs for that reason and indicated that it would save a large amount of money which is now spent by the manufacturers of hardware without adequate return.

DISCUSSION

Chairman Chandler then stated that each organization which had indicated a preference for some particular size of catalog or which formed a part of what might be called "the catalog printing industry" had been heard from. That now the meeting would be opened for general discussion, each one present being privileged to speak freely.

Mr. Charles Francis, Representing Employing Printers' Association, New York, United Typothetae of America; Master Printers' Association, New York:

I would like to call attention to the fact that of the large presses the greatest proportion take sheet size of 45x65″ and above. By taking a half inch off of the 8½x11″, making it 8x11″, you permit printers having these large presses to run a 32-page form. This results in the greatest degree of economy not only for the printer, who is thus enabled to use the full capacity of his press, but by the manufacturer of paper, who can cut two of these double sheets side by side from the roll representing the full width of his machine.

I think this will be a good suggestion for a change, as it would accommodate the files, which is excellent so far as I understand.

Mr. H. A. Hahn, Gardner Printing Co., Cleveland, Ohio:

In talking about getting three sizes of catalogs, 6x9″, 7½x10⅝″ and 8½x11″, if you adopt a cover size of 23x29″, where are you going to get it?

Mr. G. A. Heintzemann, Dexter Folder Co., New York City:

Out of the three sizes of book paper printers will cut many other sizes of catalogs and booklets besides the 6x9″, 7½x10⅝″ and 8x11″. 23x29″ and 20x26″ will cut all sizes made from these sheets with little waste on the average. The average catalog run is less than 5,000 copies, and it is cheaper to hold down a number of cover sizes and cut a little waste on some booklet sizes than make a cover size for each sheet size.

A partial list of other booklet and catalog sizes that will cut and fold without waste from 25 x 38, 32 x 44 with doubles and 33 x 46; this shows that other sheet sizes are unnecessary.

	Page Size	*No. of Pages*	*Cuts From*	*Folds Thus*	*Page Size*	*No. of Pages*	*Cuts From*	*Folds Thus*	*Page Size*	*No. of Pages*	*Cuts From*	*Folds Thus*
25 x 38	3 x 6	24	¼ Sheet	4 R. A.	6 x 3⅞	24	⅓ Sheet	4 R. A.	4½ x 2¾	16	⅛ Sheet	3 R. A.
	4½ x 8	24	½ Sheet	4 R. A.	*12¼ x 9⅛	8	½ Sheet	2 R. A.	4½ x 2¾	32	¼ Sheet	4 R. A.
	6 x 6	24	½ Sheet	4 R. A.	2⅞ x 4⅜	16	⅛ Sheet	3 R. A.	*6 x 4⅜	8	⅛ Sheet	2 R. A.
	4 x 9⅛	24	½ Sheet	3 R. A. 1 PAR.	2⅞ x 4⅜	32	¼ Sheet	4 R. A.	*6 x 4⅜	16	¼ Sheet	3 R. A.
	2⅞ x 3¾	24	⅙ Sheet	4 R. A.	2⅞ x 5⅞	16	⅙ Sheet	3 R. A.	*6 x 4⅜	32	½ Sheet	4 R. A.
	4 x 6	24	⅓ Sheet	3 R. A. 1 PAR.	2⅞ x 5⅞	32	⅓ Sheet	4 R. A.	*9¼ x 5⅞	8	¼ Sheet	2 R. A.
	4½ x 3¾	24	¼ Sheet	3 R. A. 1 PAR.	6 x 6	8	⅙ Sheet	2 R. A.	*9¼ x 5⅞	16	½ Sheet	3 R. A.
	6 x 2¾	24	¼ Sheet	4 R. A.	6 x 6	16	⅓ Sheet	3 R. A.				
32 x 44	2½ x 3⅝	16	1/16 Sheet	3 R. A.	3¾ x 6⅞	24	¼ Sheet	4 R. A.	*7¾ x 5⅛	8	⅛ Sheet	2 R. A.
	2½ x 3⅝	32	⅛ Sheet	4 R. A.	5⅛ x 5⅛	24	¼ Sheet	3 R. A. 1 PAR.	*7¾ x 5⅛	16	¼ Sheet	3 R. A.
	3⅜ x 3⅝	16	1/12 Sheet	2 R. A. 1 PAR.	5¼ x 10¼	24	½ Sheet	4 R. A.	*7¾ x 5⅛	32	½ Sheet	4 R. A.
	3⅜ x 3⅝	32	⅙ Sheet	4 R. A.	3¾ x 4½	24	⅙ Sheet	4 R. A.	*10¾ x 7⅝	8	¼ Sheet	2 R. A.
	3¾ x 6⅞	8	1/12 Sheet	2 R. A.	*5¼ x 3⅝	8	1/16 Sheet	2 R. A.	*10¾ x 7⅝	16	½ Sheet	3 R. A.
	3¾ x 6⅞	16	⅙ Sheet	3 R. A.	*5¼ x 3⅝	16	⅛ Sheet	3 R. A.	3⅜ x 5	24	⅙ Sheet	4 R. A.
	3¾ x 6⅞	32	⅓ Sheet	3 R. A. 1 PAR.	*5¼ x 3⅝	32	¼ Sheet	4 R. A.	5 x 7	24	⅓ Sheet	3 R. A. 1 PAR.
	2½ x 5	24	¼ Sheet	4 R. A.					7¾ x 4½	24	⅓ Sheet	4 R. A.
33 x 46	2⅝ x 5⅛	24	⅛ Sheet	4 R. A.	2⅝ x 3¾	16	1/16 Sheet	3 R. A.	*5½ x 3¾	8	1/16 Sheet	2 R. A.
	3⅞ x 7¼	24	¼ Sheet	4 R. A.	2⅝ x 3¾	32	⅛ Sheet	4 R. A.	*5½ x 3¾	16	⅛ Sheet	3 R. A.
	5½ x 10⅝	24	½ Sheet	4 R. A.	3½ x 3¾	16	1/12 Sheet	3 R. A.	*5½ x 3¾	32	¼ Sheet	4 R. A.
	3½ x 5⅛	24	⅙ Sheet	4 R. A.	3½ x 3¾	32	⅙ Sheet	4 R. A.	*8 x 5⅜	8	⅛ Sheet	2 R. A.
	5¼ x 7¼	24	⅓ Sheet	3 R. A. 1 PAR.	3½ x 7⅞	8	1/12 Sheet	2 R. A.	*8 x 5⅜	16	¼ Sheet	3 R. A.
	8 x 3½	24	¼ Sheet	4 R. A.	3½ x 7⅞	16	⅙ Sheet	3 R. A.	*8 x 5⅜	32	½ Sheet	4 R. A.
	8 x 4¾	24	⅓ Sheet	4 R. A.	3½ x 7⅞	32	⅓ Sheet	4 R. A.	*11¼ x 7⅞	8	¼ Sheet	2 R. A.
	10¾ x 7¼	24	⅓ Sheet	4 R. A.	3⅞ x 7¼	8	1/12 Sheet	2 R. A.	*11¼ x 7⅞	16	½ Sheet	3 R. A.
					3⅞ x 7¼	16	⅙ Sheet	3 R. A.	8 x 3⅜	8	1/12 Sheet	2 R. A.
					3⅞ x 7¼	32	⅓ Sheet	3 R. A. 1 PAR.	8 x 3⅜	16	⅙ Sheet	3 R. A.
									8 x 3⅜	32	⅓ Sheet	4 R. A.
38 x 50	9¼ x 12⅛	8	¼ Sheet	2 R. A.	3⅞ x 4⅜	8	1/24 Sheet	2 R. A.	4 x 9⅛	8	1/12 Sheet	2 R. A.
	9¼ x 12⅛	16	½ Sheet	3 R. A.	3⅞ x 4⅜	16	1/12 Sheet	3 R. A.	4 x 9⅛	16	⅙ Sheet	2 R. A. 1 PAR.
	9¼ x 12⅛	32	Full Sheet	4 R. A.	3⅞ x 4⅜	32	⅙ Sheet	4 R. A.	4 x 9⅛	32	⅓ Sheet	4 R. A.
	12¼ x 18⅝	8	½ Sheet	2 R. A.	4½ x 8	8	1/12 Sheet	2 R. A.	2⅞ x 3⅞	24	1/12 Sheet	3 R. A. 1 PAR.
	12¼ x 18⅝	16	Full Sheet	3 R. A.	4½ x 8	16	⅙ Sheet	3 R. A.	3⅞ x 6	24	⅙ Sheet	4 R. A.
					4½ x 8	32	⅓ Sheet	3 R. A. 1 PAR.	6½ x 8	24	⅓ Sheet	3 R. A. 1 PAR.
44 x 64	10¾ x 15⅝	8	¼ Sheet	2 R. A.	5⅛ x 5⅛	8	1/24 Sheet	2 R. A.	5¼ x 10¼	8	1/12 Sheet	2 R. A.
	10¾ x 15⅝	16	½ Sheet	3 R. A.	5⅛ x 5⅛	16	1/12 Sheet	3 R. A.	5¼ x 10¼	16	⅙ Sheet	3 R. A.
	10¾ x 15⅝	32	Full Sheet	4 R. A.	5⅛ x 5⅛	32	⅙ Sheet	4 R. A.	5¼ x 10¼	32	⅓ Sheet	3 R. A. 1 PAR.
	15¾ x 10⅝	8	¼ Sheet	2 R. A.	2½ x 5	16	1/24 Sheet	3 R. A.	3½ x 5	24	1/12 Sheet	3 R. A. 1 PAR.
	15¾ x 10⅝	16	½ Sheet	3 R. A.	2½ x 5	32	1/12 Sheet	4 R. A.	5⅛ x 7	24	⅙ Sheet	4 R. A.
									7⅛ x 10¼	24	⅓ Sheet	3 R. A. 1 PAR.

Dimensions given are trimmed page sizes allowing ⅛ inch trim at top and ¼ inch trim at bottom and front. *Binding side listed* LAST. All booklets listed under 25 x 38 may be folded two-up and some four-up from double sheet, 38 x 50. All booklets listed under 32 x 44 may be folded two-up and some four-up from double sheet, 44 x 64. No double of 33 x 46 is stocked.

*Oblong of STANDARD SIZES listed on other page.

Extra copies of this folder gladly mailed on request

STANDARD

Booklet and Catalog Sizes that Cut, Print and Fold without Waste from the THREE STANDARD SHEET SIZES recommended by the National Association of Purchasing Agents in conference with the Allied Industries at their Chicago Meeting, May 22, 1918.

	Page Size	*No. of Pages*	*Cuts From*	*Folds Thus*	*Cover Paper*	*Envelope*
25 x 38	9¼ x 12⅛	8	½ Sheet	2 R. A.	20 x 26—2 out	No. 12½ Cat. O.E.
		16	Full Sheet	3 R. A.		
	6 x 9⅛	8	¼ Sheet	2 R. A.	20 x 26—4 out	No. 1¾ Cat. O.E.
		16	½ Sheet	3 R. A.	or	
		32	Full Sheet	4 R. A.	23 x 29—5 out	
	4½ x 5⅞	8	⅛ Sheet	2 R. A.	20 x 26—8 out	No. 2 Scarf
		16	¼ Sheet	3 R. A.		
		32	½ Sheet	4 R. A.		
32 x 44	**7½ x 10⅝**	8	¼ Sheet	2 R. A.	23 x 29—3 out	No. 8 Cat. O. E.
	or	16	½ Sheet	3 R. A.		
	7¾ x 10⅝	32	Full Sheet	4 R. A.		
	5¼ x 7½	8	⅛ Sheet	2 R. A.	23 x 29—6 out	No. 6 Scarf
	or	16	¼ Sheet	3 R. A.		
	5¼ x 7⅝	32	½ Sheet	4 R. A.		
	3¾ x 5⅛	8	1/16 Sheet	2 R. A.	23 x 29—13 out	No. 6¾ Glove
		16	⅛ Sheet	3 R. A.		
		32	¼ Sheet	4 R. A.		
33 x 46	8 x 11⅛	8	¼ Sheet	2 R. A.	23 x 29—3 out	No. 10½ Cat. O.E.
		16	½ Sheet	3 R. A.		
		32	Full Sheet	4 R. A.		
	5½ x 7⅞	8	⅛ Sheet	2 R. A.	23 x 29—6 out	No. 1 Cat. O. E.
		16	¼ Sheet	3 R. A.		
		32	½ Sheet	4 R. A.		
	3⅞ x 5⅜	8	1/16 Sheet	2 R. A.	23 x 29—13 out	No. 6¾ Glove
		16	⅛ Sheet	3 R. A.		
		32	¼ Sheet	4 R. A.		

NOTE.—All booklet sizes are trimmed page sizes allowing ⅛ inch trim at top and ¼ inch trim at bottom and front. *Binding side listed* LAST. Booklets listed above in red ink are those adopted by the National Association of Purchasing Agents for their Standard Catalog and Booklet Size.

Resolution passed at conference called by National Association of Purchasing Agents in Chicago, May 22, 1918

RESOLVED: That we recommend for catalogs the manufacture of paper sheets ranging as follows: 25 x 38, 32 x 44, 33 x 46, with their double sizes; that we also indorse the weights of 40, 45, 50, 60, 70 and 80 lbs. on the basis of 25 x 38, and that colors be limited to white and natural, and that we communicate our suggestions to the Bureaus at Washington. (*Carried unanimously.*)

Dummies of these sizes in portfolio form are in preparation. Write for your set.

DEXTER FOLDER CO., 200 Fifth Ave., New York

Mr. H. A. Hahn, Gardner Printing Co., Cleveland, Ohio:

That may be true if you figure on an average of five hundred copies, but what are you going to do in handling a quantity of ten thousand copies or up?

Mr. G. A. Heintzemann, Dexter Folder Co., New York City:

In handling 10,000 runs you will have to have stock cut from the roll or make a cover paper to exact size or stand for the waste.

Mr. Nicholas J. Werner, St. Louis:

I think the first thing to determine is the catalog size.

Mr. Oscar A. Morgner, Wynkoop, Hallenbeck, Crawford Co., New York:

I wish to say that Mr. Francis has omitted the size of 8½x11″ and the 35x45″ paper size.

Mr. Geo. A. Heintzemann, Dexter Folder Co., New York City:

I offer an amendment to the motion: that we recommend cover papers be made 23x29″ in 80 and 100 lbs.

Mr. Charles A. Mac Farlane, Paper Makers' Advertising Club:

The question of cover paper sizes involves an entirely different set of problems which have not had consideration at this Conference.

Mr. G. A. Heintzemann, Dexter Folder Co., New York:

If 7½x10⅝″ is adopted it will cut without a great deal of waste from 23x29″. Most covers are printed sheetwise one up. If a new cover size is adopted 23x33″ might make only one size necessary instead of the two sizes, 23x29″ and 20x26″. I'm in favor of one cover size, 23x29″, for the present.

Mr. Chas. A. MacFarlane, Paper Makers' Advertising Club:

How about 23x30″?

Motion to amend withdrawn by Mr. Heintzemann.

Mr. Emery Stanford Hall, American Institute of Architects:

I am very sorry I shall have to leave just at this moment, and I wanted to say one or two things on behalf of the American Institute of Architects before I leave.

In the first place, the American Institute of Architects stands ready to do anything in the support of the interests of this country under the present condition. Don't for a moment assume from anything I said this morning that we take any other attitude than the best interests of the country. In advocating the 8½x11″ we advocated it because in the experience of the Institute, it was the most convenient and practical, taking everything into consideration and therefore representing the Institute's viewpoint.

I am not here clothed with the authority to vote for any other size than 8½x11″, as that size has been adopted by the Institute and cannot be changed except by action of the Institute. However, I am here to carry back any recommendation of a change, which I assure you would receive careful consideration.

The important thing that we emphasize is the uniformity between the letterhead and the catalog and the avoidance of several sizes of catalogs. In the paper just read, I note that the Institute is quoted as favoring for the catalog sizes 8½x11″, 6x9″ and 9x12″, whereas the facts are that the Institute has adopted only two sizes—8½x11″ for the catalog size, and for everything excepting pocket books, and for the pocket books 3¾x8½″, or ⅓ of 8½x11″.

Arthur E. Southworth, Chairman Executive Committee, United Typothetae of America.

I do not think we would get very far toward conservation by adopting three standard catalog sizes. In order to bring the issue generally to a head on what size it is most adaptable, I would offer a substitute to that resolution and that we go on record for a size of 7½x10⅝″, and a half size of $5\frac{5}{16}$x7½″ saddle stitched.

Mr. Charles Francis, Representing Employing Printers' Association, New York, United Typothetae of America; Master Printers' Association, New York:

I think it inadvisable to try to adopt something you cannot put through. It is impossible to put one size through. I believe if you will put through a standardization of three sizes of paper sheets, three sizes of catalogs and a standardization of weights in 40, 45, 50, 60, 70 and 80 lbs., using 25x38″ as a standard, and colors as recommended, it will meet popular approval and will be successful.

The customer desires to obtain the greatest number of pages from the least amount of paper and is interested in the postage because he is anxious to put it into the mail for two or three cents, and every cent he can save in postage is important. Overrunning the size of his catalog may increase his postage bill as much as $10,000.00 on a big edition. The Government would like to have that $10,000.00 in postage no doubt; that would not be their end of the proposition.

The point I make is this: You will find a number of people want 9x12″ while others want 7½x10⅝″. I should prefer to say 8x11″. I think it would be very much superior to 8½x11″. It would save a tremendous amount of money to those getting out 8½x11″. It would save very greatly in the amount of postage and conservation in the matter of press work, because 10% of the cylinder presses that are sold will take sizes 44x64″ and 65″, whereas there are only 2% that will take on a sheet large enough to print 8½x11″, and by making the largest size 8x11″ you will permit a run of 32 on the cylinder presses, while the other two sizes will conserve very materially on other catalogs.

The 7½x10⅝″ will fit the greatest number of flat-bed presses and 6x9″ cuts to advantage from 25x38″.

Mr. G. A. Heintzemann, Dexter Folder Co., New York.

In referring to 8½x11″, do you mean now to change the 33x46″ sheet size offered in the resolution to 35x46″?

Mr. Charles Francis, Representing Employing Printers' Association, New York, United Typothetae of America; Master Printers' Association, New York:

As I have just stated, I believe 8x11″ is far better than 8½x11″, but it is not necessary that the change be made unless you think it wise.

Arthur E. Southworth, Chairman Executive Committee, United Typothetae of America.

The purchasing agent does not want a standard of three sizes, but rather a standard of one size.

Mr. W. L. Chandler, Chairman.

Let me state the position of the purchasing agent.

The purchasing agent desires catalogs in such size as to enable him to find them after they have been filed. The interest of the man who pays for catalogs is mutual with that of the buyer because he wants his catalog to be found when the buyer wants it. After he has spent good money for paper, printing, and postage he is anxious to know that his catalogs will automatically come from the files to the hand of him who makes the choice of articles to be bought, whether he is an architect, engineer, purchasing agent, merchant or some one else.

If we have only one size the problem is very much simpler because one file will suffice and there will then be but one place to look for information. If two or three sizes are in use, requiring more than one filing place, the buyer will be apt to consult the file which he believes contains the most complete information. If his wants are filled from that file he may not consult the other files.

While we feel the need of one size, at the same time we are willing to follow the judgment of the conference and, as has been suggested, allow the final selection to the survival of the fittest.

We have talked about the various expenses incident to the production and distribution of catalogs, but in figuring these costs to determine upon the size which is best we must keep always in mind the result which we are after. It is proper to spend a little more for some single item of expense of issuing catalogs, provided that additional expense will greatly reduce the number of catalogs which are wasted—buried in some file where they are never found—and instead of that waste makes every catalog an important sales factor.

Mr. W. L. Chandler, Chairman.

I believe it would help matters considerably if we were to hear the viewpoint of some other purchasing agent. We have on the Standardization Committee the president of the Columbus Association of Purchasing Agents, Mr. W. V. C. Bulkeley, of the Columbus Railway Power & Light Company, and I am going to ask him to tell us how it appears to him.

Mr. W. V. C. Bulkeley, President Columbus (Ohio) Branch, and Member of Standardization Committee, National Association of Purchasing Agents.

I have been keeping quiet through today's session, absorbing the information contained in the addresses of the representatives from the various associations and organizations, and endeavoring to arrive at a final decision in this important matter with an absolutely unbiased mind.

When this question was discussed at the Second Annual Convention of The National Association of Purchasing Agents in Pittsburgh, Pa., last October, the statement was made that it was impossible to arrive at any standardization in the line of catalogs, but, as I stated at that time, greater things than this have been accomplished, and from the information which I have gathered today, I believe that we are all agreed that this is not only possible but also desirable.

Now it has been stated today that the object of the catalog is "to sell goods," but I want to tell you that, so far at least as purchasing agents are concerned, the catalog is only about 5% efficient for this purpose. I have observed in numerous offices which I have visited, which, by the way, were not those of purchasing agents only, that catalogs, if filed at all, are very seldom referred to, and in almost any accumulation of catalogs there can be found considerable dust, evidence of their lack of use. We do not need catalogs for the materials which we are buying every day, for in the cases of such materials we are very familiar with their description, also, from whom they can be purchased. It is the irregular line of goods which gives us trouble and that is when we want the information which the catalogs contain, but not knowing whom the manufacturers might be, we are at a loss to know which catalog to refer to, even though a copy of it might be in our own files. I have heard a good deal of talk about cross-referencing catalogs by subjects when they are received, but I have yet to see a dependable index of this character. The clerk may start off conscientiously enough, but if the catalog is of any considerable size, before that clerk is half way through, he will be using his own judgment as to what material should be indexed, and an index which is unreliable is worse than no index at all.

I have in mind an instance which happened in my own office a few years ago, where I was called upon to purchase a certain commodity, the name of which has slipped my mind, but after vainly endeavoring to locate same through the trade indexes and people upon which I called for information as to the source of supply, I was obliged to have the material made up special in Columbus, entailing a considerable delay, it, no doubt, costing considerably more than if I had been able to purchase same from some one who regularly manufactured this class of goods. At a later date, while leafing over Fairbanks, Morse & Company's catalog, I accidentally came upon this very article. This is but one of many such instances which are happening daily in the offices of our various purchasing agents. If this catalog had been sectionalized so that its various sheets could have been filed under the noun headings, I could have referred to such noun headings and saved time and money for ourselves by placing this business with a firm equipped for manufacturing the desired article, which would have been much more efficient.

By going through the files of bound catalogs in the average office, it may be noted that catalogs, in some cases, have not been reissued for ten or twelve years, this being occasioned by the fact that in some cases over a hundred thousand dollars is expended in a single issue of a catalog. Certainly no one would argue against a system of catalog distribution which would permit of keeping the catalog information up to date. As I have already stated, a cross-index under catalog headings which is unreliable is worse than no index at all and the same argument holds true in the case of catalogs themselves, namely, a catalog which is unreliable; that is, out of date, is worse than no catalog at all.

Now we purchasing agents have no particular pet size in mind but are exercising our best efforts towards the adoption of one size if possible, which can be filed in such a way as to really be of value to us, and, needless to say, when catalogs become of value to the purchasing agents, they likewise become of value to the firms by whom they are issued, and I am sure it is to this end that all representatives in this conference want to work. The purchasing agents feel that inasmuch as it may be desirable to issue pocket editions on the one hand and posters on the other hand to be distributed to others than purchasing agents, it would be highly desirable to adopt a catalog whose sheets shall be of such proportion of length to width as will permit of decreasing or enlarging from the original wash drawings or cuts without requiring new wash drawings, which are both expensive and take time, and to this end we have in mind the hypotenuse oblong proportions. Do not let us be confined by present limitations in this line of reproduction work, for while our worthy friend, Mr. C. F. Beezley, Jr., of the R. R. Donnelley & Sons Company, refers to the "vile method of reproduction by the photographic process," I am sure that if there was a considerable call for this class of work a perfectly satisfactory method would be discovered.

Personally, therefore, in view of the information brought out at this conference, I am strongly in favor of the 7$\frac{1}{2}$x10$\frac{5}{8}$″ size, this being of hypotenuse oblong proportions and the largest size that can cut without waste from stock book papers. Three sizes seem to be quite popular, namely, 6x9″, 8$\frac{1}{2}$x11″, and this size, and inasmuch as the paper manufacturers call our attention to the fact that 8$\frac{1}{2}$x11″ for catalogs requires a special size of book paper, it would seem that this size would have to be reduced to the 8x11″; therefore, there is but a slight difference between that and the 7$\frac{1}{2}$x10$\frac{5}{8}$″ size, and if that latter size is too large, catalogs and booklets could be issued saddle stitched so that when opened in our files they would be standard, and when closed would be 5$\frac{5}{16}$x7$\frac{1}{2}$″, which is not very far from the other standard, namely, 6x9″.

I am glad to note from this conference that we are all in favor of standardization; that we believe this possible and that we are willing to work towards this end, and in view of the fact that practically all the industries having any connection with the preparation and distribution of catalogs, from the book paper manufacturers to the concerns paying for these catalogs, are represented in this conference, whatever conclusion is arrived at certainly ought to be authoritative and have considerable weight in bringing about the much desired standardization.

If, by this procedure, we are able to conserve to the extent of releasing approximately 30,000 employes in the paper manufacturing, printing, and other allied interests, and also to avoid the accumulation of thousands of tons of book papers, which have been referred to as being now stored in warehouses on account of the fact that they are of such sizes or weights as are not now being called for, this certainly is a move towards conservation of labor and material which is highly desired by our Government, on account of which we will, no doubt, receive its hearty support, and is also a great step in efficiency, and as inefficiency is expensive we are all naturally in favor of this move, as in one way or another we all have to pay the penalty for inefficiency.

I sincerely hope, therefore, gentlemen, that before this conference adjourns we will have arrived at a standardization which will bring about the efficiencies as above set forth, which are so necessary, especially at this time of intense and concentrated activities. Gentlemen, I thank you.

Mr. Charles Francis, Representing Employing Printers' Association, New York, United Typothetae of America; Master Printers' Association, New York:

I would suggest that you take a vote on one size or three sizes.

Motion put to a rising vote and lost by one vote.

Mr. J. Fred Wright, Sargent & Co.:

I would like to know how you consider the large catalog, such as ours, and your idea of that. You don't put the larger catalog in the file.

Mr. G. A. Heintzemann, Dexter Folder Co., New York:

If this 8$\frac{1}{2}$x11″ size is adopted by the Purchasing Agents Association it is going to cause unfair competition because the larger edition printer or the fellow who has the big equipment is going to go out broadcast advertising the fact that he is equipped for that work. The medium-sized printer will have to look around to get presses. Now we are at war, and buying new machinery is something that should be considered, and therefore I believe that that size should be thrown out, making the three sizes 25x38″, 32x44″ and 33x46″.

Mr. John R. Stinson, Dental Manufacturers Club, Chicago:

In regard to the possibility of bringing price lists or catalogs to one size, I have been through the mill. I have at the present time a price list of over a thousand copies of fifty manufacturers, all in one size. Now there is no question about the possibility and I hope to have within the next eight months a catalog of those same fifty manufacturers all under one size. It has been one of the most interesting things I have had to do in my life—was to interest fifty manufacturers, manufacturing I should say from eight to ten thousand different articles and bringing those men in the frame of mind where they could see the advantage of one size, and the actual working out of it is very gratifying.

That price list is 6x9″. I have just taken a vote on the same manufacturers in regard to the size of catalog which they have voted on, 7$\frac{1}{2}$x10$\frac{5}{8}$″. That was a vote of 31 manufacturers which belong to the association which I represent. The others will drop right in with them.

The association has voted unanimously on that size I have just mentioned. The price list I have put over is 6x9″.

Mr. Frank L. Boud, Director Southern Supply Bureau:

I think we all ought to fully understand the fact that the sizes have resolved themselves into really three sizes, each of which three sizes include three sizes so there is only a variation on the large sizes of the 9x12″, 8½x11″, and 7½x10⅝″. Then under the same heading comes the variation between the 6x9″, the 5½x8½″ and the 5⅜x7½″. Then on the small sizes there is only the variation of 4½x6″, 4¼x5¼″, 3¾x5⅜″. There shouldn't be any confusion here as to the adoption of a size, we will say, 8½x11″ or 5½x8½″, as those are both the same size. If the 8½x11″ is adopted the 5½x8½″ would be the smaller edition of it and the 4¼x5½″ would also be cut out. It was along the line that you suggested—we could have larger and smaller sized catalogs. If a man wants to get out a small catalog he can do it. He is going to have that preference whether it is used or not.

Mr. Nicholas J. Werner, St. Louis:

On the question of hypotenuse oblong, I wish to point out the wider application of standardization.

Catalogs are not the only printed things which should be standardized. That we have by far too many sizes of books and periodicals is a fact that very many buyers, readers and custodians of literature have unhappily experienced. To go into detail as to the evils of the present chaotic variety of page sizes would take too much time here, and is perhaps quite unnecessary, the evils being so much in evidence.

An agitation to remedy this condition of things has for some time been under way, and the best and most scientific solution so far offered by those who have gone deeply into the subject and have given it mature and experienced thought, is presented by a table giving the dimensions of Universal Book and Paper Sizes." These sizes are based upon the so-called "hypotenuse oblong proportion" and the use of one centimeter as the starting point for the calculation of the sizes, which increases upwardly in geometrical progression, the rate of the progression being the fourth root of 2.

Mr. Fred Schulder has explained the principles of the hypotenuse oblong proportion, so they need not be repeated here. But it will be well to present that part of the table of standardized sizes pertaining to books and periodicals, in order to spread information as to what is desirable in the field of printed matter. These dimensions apply to paper-covered books, etc., cut flush, and to the covers of books bound in boards or leather. Though the sizes are primarily fixed in centimeters (the metric system being believed to be the coming system of universal measurement), the approximate inch equivalents are also given, so there need be no hesitation in adopting the new size standards.

Nos. Given the Sizes	Sizes in Centimeters	Sizes in Inches	Library Designations
7	8 x11.3	$3\frac{5}{32}$x $4\frac{7}{16}$	Small 32mo.
7½	9.5x13.5	3¾x $5\frac{5}{16}$	Large 32mo.
8	11.3x16	$4\frac{7}{16}$x $6\frac{5}{16}$	Small 16mo.
8½	14.5x19	$5\frac{5}{16}$x 7½	Large 16mo.
9	16 x22.6	$6\frac{5}{16}$x 8⅞	Small octavo.
9½	19 x27	7½x10⅝	Large octavo.
10	22.6x32	8¾x12⅝	Small quarto.
10½	27 x33	10⅝x15	Large quarto.

This system required but two main sizes of mill paper, these being given the dimensions of 27x38″ (68x96 centimeters) and 32x45″ (81x114 centimeters); in place of the latter the present size of 32x44″ may be quite generally employed, though for some purposes the 32x45″ size would be preferable. The first size here stated is suited for the full-numbered sizes of printed matter in the above table, while the other is intended for the half-numbered sizes. For cover papers the sizes fixed are 20x28″ (50x70.7 centimeters) and 23½x33″ (59.5x84 centimeters), the former the full-numbered sizes and the latter for the half-numbered sizes. (The use of the half numbers is explained by the use of two sizes of mill paper, the system limiting the mill paper to two sizes, though for certain purposes their doubles are admissible.)

That some of those taking part in the conference are not sufficiently well acquainted with the hypotenuse oblong proportion is, in my opinion, the reason why the 6x9″ size has so much support. Had they been in better touch with this ideal proportion, very likely the size of 6$\frac{5}{16}$x 8⅞″ would be substituted for the 6x9″, and the proper size of mill paper have been recommended for it—27x38″. Some approach toward the hypotenuse oblong proportion can be made in using the 25x38″ paper, by trimming and sizing books and pamphlets to 6⅛x8⅞″, thus at least making the *height* conform even if the width does not, this being $\frac{3}{16}$″ narrower.

Present catalog or price booklets and leaflets which are below 5$\frac{5}{16}$x7½″ (this being half of the recommended catalog size) should be made up to that size, instead of being brought up to the 6x9″ size. In that way they would conform to the universal standards and be filable with the 7½x10⅝″ size.

Having done what we could to further the standardization of catalogs and price lists, let us all put our shoulder to the wheel and help all we can to promote the greater work, that of standardizing all books, pamphlets and periodicals.

Mr. Harry A. Vernon, National Association of Stove Manufacturers:

There is no questioning the need of standardization, as stove catalogs range anywhere from 3x5″ to 18x30″. For a stove manufacturer a 6x9″ catalog seems to me ideal. It is possible to illustrate one stove on each page. With a larger page it is impossible to illustrate more than one stove and the additional white space is simply wasted. As it has been brought out during the conference that conservation of paper is one of the objects of standardizing, I fail to see the benefit in the use of a 7½x10⅝″ catalog.

It is because of this and the further fact that it costs more for a larger catalog that I suggest that the paper mill would be the only one to benefit insofar as stoves are concerned. Conscientiously, I cannot therefore recommend to the Association that they adopt as a standard anything larger than 6x9″, and especially at this time.

However, as all goods are not cataloged the same as stoves, I feel that three standard sizes would be more satisfactory, standard size for certain goods being 6x9″, that for other goods 7½x 10⅝″, and again other catalogs 8x11″.

Mr. S. M. Walker, National Gas Engine Association:

It seems to me, gentlemen, that you should give some thought to the fact that the metric system is the United States standard of weights and measures, although we are using the English system. I am informed that there is in Congress, at the present time, a movement to enforce the use of the metric system throughout the United States. I think it would be wise for the Purchasing Agents Association, if they adopt a standard size at all, to see that it is measured by the metric system. You cannot standardize anything that will be universal. Therefore, you must standardize something which will be put into practice as largely and generally as possible. No standard succeeds because it is something convenient and economical. No standard succeeds because some body of men have declared it to be a standard, but all standards succeed because they are things that are arrived at which can be and are put into actual practice. It would seem to me that if the Purchasing Agents Association adopted the hypotenuse oblong as a standard proportion, that eventually the size catalog which you desire will come about by natural causes.

Mr. Charles Francis, Representing Employing Printers' Association, New York, United Typothetae of America; Master Printers' Association, New York:

I wish to offer one suggestion—that there are hundreds, I believe thousands, of tons of paper lying in the warehouses of manufacturers waiting to be used up. These are produced in the manufacture of paper of certain other sizes and are in reality waste paper in that they are the trim from the full width of the roll produced in the paper machine and must be kept on hand until an opportunity comes to dispose of them. This is caused to a great extent because of the lack of standard sizes and weights especially. Each manufacturer undoubtedly has thousands of tons in his own warehouse.

Mr. Nicholas J. Werner, St. Louis:

I should think the resolution should be divided. There are two different subjects—one the question of catalog size and one of paper sizes, weights and colors.

By consent of all concerned, motion was divided as follows:

Resolved: That catalogs be standardized to 6x9″, 7½x10⅝″ or 8x11″.

Resolved: That we recommend for catalogs the manufacture of paper sheets ranging as follows:

25x38″
32x44″
33x46″

with their double sizes. That we also endorse the weights of 40, 45, 50, 60, 70 and 80 pounds on a basis of 25x38″, and that colors be limited to white and natural.

Mr. Arthur E. Southworth, Chairman Executive Committee, United Typothetae of America:

The vote on the question of adopting three standard sizes of paper will show the Government that we mean to conserve.

Mr. Charles Francis, Representing Employing Printers' Association, New York, United Typothetae of America; Master Printers' Association, New York:

It seems to me that we have all discussed this subject pro and con and that it has come down to this one motion and I think we all know really what we want and am in favor of putting the motion to a vote.

Mr. W. L. Chandler, Chairman:

We have before us two motions resulting from the one, which has just recently been divided. We will vote on the first motion first. (Carried unanimously.)

We will now vote on the second motion. (Carried unanimously.)

I believe these resolutions, being unanimous, are going to prove tremendously beneficial to the nation and to business. It has been suggested that the law of the survival of the fittest would make the final selection between the three we have chosen, which with their fractional sizes constitute a wide range of available proportions. Without speaking authoritatively, I feel confident that the Standardization Committee of the National Association of Purchasing Agents will feel inclined to urge that all catalogs and booklets meant for purchasing agents be confined to the one size of the three here chosen, which will result in the greatest good to the greatest number. This will be merely expediting the result of the application of the law of survival of the fittest.

It seems to me from all the facts presented here and from others gained from time to time that the only single size which could survive in such a test is $7\frac{1}{2}$x$10\frac{5}{8}$″. The committee will meet tonight to consider impressions gained at the conference.

Mr. Frank L. Boud, Southern Supply Bureau:

I would like to make a motion that everybody here signify their intention to co-operate with the work that has been accomplished in every way possible. (Carried.)

Mr. C. F. Beezley, Jr., R. R. Donnelley & Sons Co.:

I move that a vote of thanks be given the National Association of Purchasing Agents for calling this meeting. (Carried.)

Adjourned.

CONCLUSIONS REACHED

Resolutions Passed Unanimously at National Catalog Conference

"*Resolved,* That catalogs be standardized to 6x9″ or 7½x10⅝″, or 8x11″.

"*Resolved,* That we recommend for catalogs the manufacture of paper sheets ranging as follows:

25x38″
32x44″
33x46″

with their double sizes. That we also endorse the weights of 40, 45, 50, 60, 70 and 80 pounds on the basis of 25x38″, and that colors be limited to white and natural."

Recommendation of Standardization Committee of

NATIONAL ASSOCIATION OF PURCHASING AGENTS

"In order that the investment in catalogs bought by purchasing agents and others may reach the highest degree of productiveness, we urge that all catalogs meant for the use of purchasing agents be made 7½x10⅝″, or in half sizes, saddle stitched so that they will open flat to that size, for filing in such manner as will insure their coming to hand when wanted."

"A BUYER'S PROPHECY"

By W. L. Chandler

Reprinted from *The Purchasing Agent*
February, 1917

During the next five years, when this prophecy shall have come true, a great change will have taken place in the methods of both buyer and seller. The high cost of buying and the high cost of selling both will have been appreciably reduced.

One of the biggest bugaboos of the buyer will have vanished. He will no longer be compelled to find space in his files for an endless number of catalogs, price lists and data sheets ranging from single sheets of various sizes to bound books the size of a dictionary.

When he seeks information on any line of material with which he is not familiar, he will not find it necessary, in order to locate the data wanted, to study a number of separate bound volumes, handling countless pages relating to other material which, at the time, have no interest for him.

All the data he possesses will be at his command instantly, and altogether in one place. The waste baskets will continue to receive printed matter which reaches buyers who have no interest in the material involved. However, volumes of price lists, circulars and data sheets, which now fill the baskets because the buyers have no method of properly filing them, will then be placed in their proper places ready for instant reference.

Saving Catalog Matter From the Waste Basket

Tons of printed matter of possible interest to buyers for future reference will thus be saved from an untimely death via the waste basket route. Many circulars now escape the waste basket only when they pass through a buyer's hands at a time when he is "in the market." After this prophecy shall have been realized, many of these will be saved by the buyers because they will have a place to file them conveniently for instant reference when occasion demands.

The fulfillment of this prophecy, then, will bring joy to both buyer and seller. When a buyer shall need price lists or data pertaining to any material, he will turn to his single master catalog of loose sheet variety, where he will expect to find full information supplied by various sellers.

This information will include price lists, weights, freight rates, discounts, and any other data of value to the buyer. Failing to find sufficient information there, the buyer will consult his buyer's guide for the names of those who supply such material. The guide will indicate which of these sellers are prepared to supply sheets or booklets to fit his master catalog.

He will then send his usual inquiries to those sellers. His letterhead will bear a neat symbol indicating that he is equipped with and prefers data for the standard master catalog.

Forecasting the Catalog of Five Years Hence

No, the master catalog has not as yet been adopted; but, remember, this is a prophecy. I am telling you what the situation will be about five years hence, or perhaps earlier.

Here is a method by which such a great time-saving device may and probably will be brought to a realization—perhaps in two years.

In order to be of the greatest value to the business world, the master catalog should be worked out through the co-operation of all national trade, engineering and other associations, together with such local organizations as may care to lend assistance.

This co-operation can perhaps be best secured through a conference board composed of representatives of the organizations interested. Such a conference board may formulate certain definite recommendations, outlining the proposed complete plan of operation of the master catalog. In such a conference board, the best interests of all industries, from the standpoints of both buyer and seller, would be served.

These recommendations may be ratified by the various organizations, and the catalog will then become a reality as soon as equipment can be installed and loose sheets prepared and distributed.

There are many forms which might be devised and recommended by such a conference board, but in order to enable the reader to see how such a master catalog can be realized, I shall describe one of the plans which is practicable.

The loose sheets may be $8\frac{1}{2}$x11″. If one such sheet is too small to accommodate the requisite data, a book or booklet of those dimensions may be used, or a larger sheet—an exact multiple of this size—may be folded to this size.

These loose sheets are to be kept in standard vertical letter files of one or more drawers. These files are to be found in stock now in all large cities and are not limited to any one manufacturer. Being of standard letter size, economy of production is in our favor. Market reports and correspondence pertaining to the different price lists, such as quotations, discounts, or letters giving weights, freight rates or other data, being written on sheets of the same size as the catalog sheets, may and should be filed with the sheets to which they apply.

There is no limit to the possible expansion of such a master catalog. It may consist of one or a thousand drawers, depending upon the needs of its owner.

The conference board may recommend also a decimal system of indexing this catalog, somewhat along the lines of the Dewey system used by large libraries for indexing their thousands of books. By this system, a book in one library bears a number which is the same as those borne by all similar books in other libraries.

The index guide cards being standard, may be carried in stock by all office outfitters along with the cabinets. These may be bought, not necessarily in sets, but by the single piece, as requirements dictate. Thus the catalog will not be burdened with guides which do not interest the buyer, and yet, as the catalog expands to keep pace with the business, the guides when added will take their proper places in numerical decimal order.

A permanent joint catalog committee selected by the conference board, or the conference board itself, may, at regular intervals, publish additional decimal subdivisions of the index to keep pace with the development of the master catalog idea. Thus, it will be always up-to-date, and of the greatest benefit to both buyer and seller.

Inasmuch as these letter files provide for the filing of letters with the right hand eleven-inch-edge uppermost, that edge then should carry a heading or some indication of the nature of the data to be found on the sheet. The seller's own interests will prompt him to see that these headings are brief but ample.

In addition to all this, the master catalog may be protected against becoming obsolete. The loose sheets may be printed on colored paper, in addition to the date to indicate the year in which each was issued. For example: We will say that all sheets printed in 1917 shall be on white paper and bear the date of issue; those printed in 1918 on yellow paper, together with the date, while other colors may be used for 1919, 1920 and 1921. White will again be used for issues of 1922, and other colors repeated in regular order.

Thus, five colors will carry through the life of the catalog. Some white sheets, for example, will be placed from time to time by those of other colors issued in later years, as the catalog is kept up-to-date. But how about the reliability of the white sheets still in the catalog at the close of 1921? They would then be five years old. The color would serve to draw attention to the age of such sheets issued in 1917, and lead to an inquiry as to their right to remain in the catalog.

An up-to-date seller would have records of the white sheets of his issue which were still in effect and should know what buyers had them. He would then, during December 1921, notify them of the fact that such sheets were still in effect and entitled to remain in the catalog if the buyer should be still interested in such material.

Upon such advice, the sheet may be stamped by the buyer, "O. K. 1922," and left in the catalog. During January of 1922, the buyer will see that someone goes through his catalog, searching for white sheets of the issue of 1917 which had not yet received the "O. K." stamp. Whenever his interest in the material had ceased, the sheet would be destroyed. If his interest still remained, the buyer would notify each seller about such sheets of his issue as were open to doubt.

Such advices or inquiries from the buyers to the sellers would naturally result in the sellers notifying the buyers of the dependability of such data or sending new sheets. During January and February of 1922, many of these white sheets will receive the stamp "O. K. 1922," or will be replaced by newer sheets. On March 1, 1922, the buyer may destroy any white sheets of the issue of 1917 not bearing the O. K. stamp. Each year the sheets of one color become five years old and are carefully scrutinized by the buyer to determine their value to him.

In this way, it is possible to prevent the catalog from becoming obsolete. Such annual overhauling may be done by understudies, provided the discarded sheets are inspected by a competent person before being destroyed.

Variations of the Plans to Cover Special Cases

On certain classes of material, it is altogether impracticable to depend upon data five years old. In cases of this kind, the particular sections of the catalog known to contain data pertaining to such material may be revised as often as judgment dictates. The colored sheets lend the same help in a revision of any frequency desired.

The principal advantage of the color scheme is that the catalog may be completely revised every five years at the longest, and parts or all of it revised as much oftener as is necessary or desirable.

In addition to printing price lists, etc., on colored sheets, it may prove advantageous to have the guide cards in colors to indicate those classes of material which are known to be subject to frequent fluctuations, thus requiring equally frequent revision of such portions of the catalog.

The use of this standard master catalog will greatly reduce the waste circulation and expense of printing catalogs. It will not limit the quality of the information contained on the sheets or in the books, and will not in any way restrict advertising matter, except that which the seller desires to have the buyer retain in his file.

A great volume of advertising matter is now directed to those consumers who would have no interest in the master catalog. A manufacturer of breakfast food, for example, may issue a limited amount of data and price sheets for the master catalog of jobbers and large buyers. He would not in any way modify his larger use of advertising matter. The sheets or books may be printed from any plates used for bound catalogs, and will give every opportunity for the proper treatment of the subjects involved.

Under this plan, a seller's catalog may be printed on paper of a quality equal to that of any book now used for the purpose; the illustrations may be just as effective as desired, and the ink may be of any color or colors to best present the goods. The only restrictions would be as to the size of the sheets or books (thickness not restricted) and the issuance of separate sheets or books where one seller might handle goods of more than one classification.

One Measure of Waste Under Present Conditions

Some middlemen issue immense catalogs covering a wide range of material. These catalogs, costing large sums of money, are seldom used in their entirety by any one buyer. Small sections of such books would usually cover the needs of most of the buyers who now have the complete book.

Then, if such sections were filed under their proper index classifications in the master catalog, the buyer would be much more apt to consult them than if they were submerged in a large bound book as at present. The buyer's time and the seller's money would both be conserved.

In some cases, sellers may desire to send both bound volumes and master sheets or books to some of their largest customers. The master catalog does not interfere with such duplicate distribution on the part of the seller.

Until such time as the small buyers may equip to use the master catalog, it will be necessary to issue bound catalogs. It may always be necessary to do so.

However, when the seller knows that his loose sheets are going into the master catalog where the buyer will surely look for and as surely find them, he will cheerfully supply the sheets to those prepared to use them.

In time to come, many trade, engineering and other organizations will have large master catalogs containing all sheets which might, in any way, become of value to any of their members. Trade associations may equip their headquarters with master catalogs containing sheets furnished by their members. Thus, a buyer seeking a line of equipment with which he is not familiar may consult the headquarters of the association representing that industry, and either draw his information from their catalog or secure from them sheets or books to fit his own master catalog. The names of trade associations co-operating with the conference board in this way, may be printed on the guide cards pertaining to their particular industries, for the benefit of the buyers when seeking information.

This will greatly expand the fields of usefulness of the various trade associations.

THE MASTER CATALOG IS BOTH PRACTICAL AND POSSIBLE.

This prophecy is prompted by a knowledge of the tribulations of printers, advertising men, sellers and buyers.

Many details which cannot be covered in this brief way will provide the easy operation so necessary for the success of the plan. There is, however, no phase of the situation which has not been at least roughly worked out sufficiently to determine that a master catalog is a practical possibility.

The primary purpose in submitting this "prophecy" is to lay down more or less definite suggestions as a basis for discussion. The prophecy will be considered fulfilled when the basic idea of a standardized master catalog is adopted, regardless of the form into which details are shaped by those associations representing the logical agencies for perfecting the plan.

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